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The American Perfumer

and Essential Oil Review

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NEW YORK



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NEW YORK, JUNE, 1923

Vol. XVIII, No. 4

THE AMERICAN PERFUMER

and ESSENTIAL OIL REVIEW

Published Monthly

PERFUMER PUBLISHING COMPANY

14 Cliff Street

LOUIS SPENCER LEVY, President and Treasurer } 14 Cliff St.
EDWARD W. DREW, Secretary - - - - - New York

TERMS OF SUBSCRIPTION

The United States and Possessions - - - - - \$2.00 a Year
Canada, Cuba and Mexico - - - - - 2.50 "
Foreign (Countries in the Postal Union) - - - - - 3.00 "

TELEPHONE NUMBER: BEEKMAN 6791

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GOLDEN AGE FOR ADVERTISING HAS NOTABLE INAUGURATION

"Advertising is on the threshold of its golden age. It will increasingly attract better brains, and it will increasingly offer fuller scope to the creative geniuses of business, science, art and literature. Its possibilities challenge the boldest and most far-reaching imagination." So said Francis H. Sisson, of the New York Guaranty Trust Company at Atlantic City when the great convention of the Associated Advertising Clubs of the World was held at Atlantic City early this month. The scope of the convention may be realized when it is mentioned that the sessions were divided into some thirty departmental meetings, each discussing specialized publicity topics in its own field.

One of the features was a strong address by A. C. Bedford, chairman of the Standard Oil Company of New Jersey, who warned the Government to "Let Business Alone." He found little fault with the conduct of the suits against his company, but took the position that the Government should act as an umpire in business, instead of trying to direct and control its intimate affairs. His view, in which many of our readers will agree, was this:

"Do not misunderstand me. While I believe that business should have freedom to grow and prosper, I freely agree that the government has certain proper functions of supervision and regulation. It has the right to insist upon adequate publicity, it has the right to prevent unfair trade practices, it has the right to prevent injustice, but its functions of regulation do not properly extend to the imposition of the business discretion of Government officials against the judgment of those experienced in the business. Nor do they extend to the right to impose indirect confiscation of property."

In our space limits it is impossible to go into details about this really wonderful convention, which brought to this country a British delegation of 115 leaders of advertising and others from all parts of the earth. Senator Edge, of New Jersey, and numerous other friends of our readers, were among the speakers. A list would fill columns. Next year's convention will be held in London.

There have been many catch phrases about the motive power of the "wheels of industry" but the Atlantic City convention left no doubt of the fact that advertising is the force that starts, accelerates and keeps the machinery of business moving on the rails of prosperity.

MENNEN WINS IN HIGHEST COURT

The prompt action of the Supreme Court of the United States in sustaining the Circuit Court of Appeals decision in the Mennen case and setting the Federal Trade Commission to thinking about further hairsplitting possibilities in carrying out its purposes is a very welcome relief to the business world. The Circuit Court decision, which now becomes the law of the land with the Supreme Court's approval, was fully covered in our issue of March on page 17.

Outside of the news as carried in our Washington correspondence there is little comment to make, for the Circuit Court's opinion rang so clear and true that an appeal was obviously as futile as it proved to be, its quick rejection being the only surprising feature. The Federal Trade Commission has done a great deal of good, but there are people now who are wondering whether the good will balance well in the scales as against the expense, trouble and calumny which it has directed against the Mennen Company, as well as other firms.

LINSEED OIL DECISION'S EFFECTS

The recent decision of the United States Supreme Court in the Linseed Oil case is of interest to all of our association readers, for it clearly shows how far co-operation in business can go and what members must not do. The *New York Times* puts the effect in this nutshell:

"The crushers met regularly, exchanged information both as regards market conditions and economy of operation as well as the credits of buyers. Much of what they did was quite praiseworthy and calculated to be of public benefit. But they went beyond this. They swapped price lists, fixed prices for the oil in the different zones of territory into which they divided the country and called to account any member who sold for less than the agreed price. They made themselves into a close corporation and prevented any kind of competition, bringing themselves clearly within the provisions of the Sherman anti-trust law."

Fortunately the members of the associations in which we are interested have studiously avoided doing anything to infringe the anti-trust laws, but it is just as well to know how far they can go for mutual benefit and protection and what to avoid. The decision certainly clears the atmosphere.

NEW YORK KILLS THE DOUBLE MENACE

The New York State Legislature, with a Democratic Senate and a Republican Assembly, has repealed the Mullan-Gage Prohibition Enforcement Law and Governor Smith has given his approval to the repeal, after a lengthy public hearing in which Anti-Saloon League leaders and others talked for hours. The double-jeopardy, applicable to innocent persons, as well as others, was one reason for the repeal, but Governor Smith took account of the interests of legitimate users of industrial alcohol, as well as other ends of the controversy. Dr. Ellwood Hendrick, consulting editor of *Chemical & Metallurgical Engineering*, on behalf of the chemical industry, presented a brief pointing out the fact that the Mullan-Gage Act was even more drastic than the Volstead Law in dealing with chemical users of alcohol.

The repeal has awakened new hopes in the great mass of people who are neither "wet" nor "dry" that the Eighteenth Amendment eventually may be administered as it is written and in a sane manner. The attempt under the Volstead

BUSINESS PROSPECTS GOOD; PESSIMISTS WARNED TO STOP THEIR CROAKING

By Judge ELBERT H. GARY, Chairman of the Board, United States Steel Corporation.

"There has of late apparently been a deliberate and persistent attempt to create an impression that there will be, in the near future, a substantial recession in business activities. Business men generally understand this. The propaganda is inspired by a few short-sighted persons who do not seem to understand that if they could succeed in wrecking the business structure they would themselves be buried in the ruins.

"However, the postponements in some lines of business operations have not wholly resulted from deliberate and unworthy propaganda. In the building lines particularly, where work has not already been commenced, projected operations more or less have been postponed by reason of the extraordinary and inordinate prices charged by certain trades for wage rates, and also by the numerous strikes or threatened strikes for still higher wage rates.

"The public will soon discover, if it is not already generally understood, that extortionate prices for materials or labor must eventually be paid by the consumer. Every unreasonable or unfair burden in business operations must eventually fall upon the user; and the law of supply and demand will sooner or later bring about exposure and remedial action which will secure fair and proper adjustments.

"When one considers the wealth, resources, increasing production and purchasing necessities of this country, the present business outlook is good."

Act, which of course the Supreme Court had to sustain, to interfere with the laws and customs of France, England, Spain and Italy will put the whole question up to the new Congress, which meets in December.

Nobody wants the saloons back (lots of them are still doing business, according to the police reports), but in the reopening of the Volstead legislation there may be opportunities for our industries to get relief to which they are entitled under the Eighteenth Amendment, which was very much over-written in the Volstead Act.

RATIONALISM REGARDING COSMETICS

The science of cosmetics, aside from the perfumery end, formed the subject of an address at the recent first International Perfumery, Soap and Toilet Articles Exposition by Professor C. P. Wimmer, of Columbia University, who is one of our staff of contributing editors. We are printing Professor Wimmer's address in full in this issue. It is an extremely interesting document and any of our readers who may see newspaper attacks on the industry are advised to take it to the editors and ask them in the interest of common ordinary fair play to utilize as much of it as they can find space for to enlighten their readers and set the industry right. There is a lot of good general information in Professor Wimmer's address and no doubt many editors would be glad to print it practically entire if it should be called to their attention with a request from almost any one of our readers to give the true scientific side of practical every-day problems that the feminine members of our population are solving for themselves by increasing their use of cosmetics.

SLUMP IN FRENCH PERFUME INVASION

Since January 1 there has been a falling off of imports of foreign perfumery and cosmetics that is remarkable in view of the trend upward in 1922, details of which were given on page 119 of our May issue. Government reports for the first two months of this year, just issued, show a total of \$755,591, as against \$1,183,289 for the same months in 1922 (a drop of \$427,698) and even lower than the 1921 figures of \$949,796 (a falling off of \$194,205). The details are set forth in the following table as to products:

	January, 1923	February, 1923
Perfumery, including cologne.....	\$167,310	\$140,615
Bay rum, toilet and floral waters.....	3,591	3,161
Perfume materials.....	188,611	146,215
Cosmetics, powders, creams, etc.....	55,559	50,529
Totals in 1923	\$415,071	\$340,520
Totals same months, 1922	\$632,630	\$550,659
Totals same months, 1921	\$467,991	\$481,805

The falling off is impressive in view of the enormous increase in the calendar year 1922 of these imports, which is reflected in the first eight months of the present fiscal year, the figures showing a gain over the previous similar period of only \$559,965, as against over \$1,000,000 for the last calendar year. The importers evidently have found the American demand for foreign products less than they believed.

The manufacture or assembling of foreign perfumes in this country cannot account for the slump, for the increase in imports of oils has been increasing only normally, February, 1923, being only about \$40,000 above February, 1922. Oil imports for five months have run as follows: In 1922: October, \$494,001; November, \$333,929; December, \$530,533. In 1923: January, \$540,836; February, \$471,884.

As will be seen by the following summary the increase in essential oil imports for two-thirds of the current fiscal year is only \$652,637, just about normal:

Essential and Distilled Oils	February		8 months to Feb. 28	
	1922	1923	1922	1923
Bergamot	\$43,358	\$175,902
Citronella and lemon grass,	34,681	1238,773
Lavender	45,640	1264,044
Lemon	\$59,863	11,088	\$321,730	157,801
Orange	48,453	181,929
All other	371,471	288,664	2,256,656	2,212,574
Totals	\$431,334	\$471,884	\$2,578,386	\$3,231,023

¹Separate classification begun September 22, 1922.

Talc imports also are growing normally: For the eight months ending February 28, 1923, they amounted to \$260,961, an advance over the previous period of \$61,047. January and February, 1923, brought in \$73,042, or \$16,000 more than in 1922.

WATCHING OUR TOILETRY EXPORTS GROW

Up-to-date reports from the Bureau of Foreign and Domestic Commerce enable us to present some interesting figures in regard to the varied and increasing growth of our exports of perfumery, cosmetics and allied products. First, the figures for the last reported ten months, in which some of the comparisons do not align, due to the change in the Government's method of segregating items, but which fact does not alter the total of a recent fair but not remarkable increase in the exports of American manufacturers. Before reading and analyzing the table it might be well to recall that the exports of the items included in it were valued at \$6,309,400 in the calendar year 1922, as

OUR ADVERTISERS

READ MACHINERY CO., INC.

Cake Machines, Automatic Proofers, Dough Mixers, Sifting Outfits, Complete Equipments, York, Pa.

AMERICAN PERFUMER & ESSENTIAL OIL REVIEW,
14 Cliff street, New York, N. Y.

Gentlemen: Our advertisement has now appeared in three issues of your journal and we are pleased to advise you that the results we have obtained from these three insertions have been remarkable.

Inquiry upon inquiry has come to this address and a large percentage of these inquiries have resulted in sales.

We thought you would be interested in learning of the excellent results we are receiving from your magazine and wish to state that we consider it one of the most essential publications in our Advertising Department.

Yours very truly,

READ MACHINERY CO., INC.

P. D. HENDRICKSON, Advt. Mgr.

against \$4,736,946 in 1921. This table shows that the gain is continuing, although not as strongly as is desirable:

	1922	1923
Perfumery and toilet waters.....	\$2,589,569	\$467,064
Talcum and other toilet powders.....	486,817	1,172,858
Creams, rouges and other cosmetics.....	266,711	54,515
Dentifrices	684,992	2,114,672
Other toilet preparations	313,861	910,838
Totals	\$4,341,320	\$4,666,332

²Includes cosmetics and other toilet preparations prior to January 1, 1922.

For the month of April alone there was a small drop, \$18,773 from the month's total in 1922, but that may or may not be ascribed as seasonal.

Exports of essential oils from the United States in the ten months ending April 30 were: Peppermint, \$239,009; other oils, \$504,067; total, \$743,076, being an increase of about \$150,000. The totals for the first four months of 1923, showing small gains over the period a year ago, were as follows: January, \$50,406; February, \$64,412; March, \$99,141; April, \$72,577.

	1922	1923
Perfumery and toilet waters	\$48,404	\$37,078
Talcum and other toilet powders	134,931	118,920
Creams, rouges and other cosmetics	83,553	76,605
Dentifrices	155,975	165,905
Other toilet preparations	95,677	101,259
Totals	\$518,540	\$499,767

For those of our readers who like to delve in statistics we give below the segregated exports for the last third of 1922, with the total for 1922 and the returns for the first four months of 1923, as they give a graphic presentation of the fluctuations and trend of trade that tells more than would a lengthy summary:

Period	Perfumery waters	Talcum powders	Creams, and other rouges, toilet	Other toilet preparations
September, 1922 ..	\$42,961	\$97,209	\$66,668	\$289,417
October, 1922 ..	62,446	107,847	93,548	227,813
November, 1922 ..	56,578	122,485	121,827	210,713
December, 1922 ..	50,572	102,884	96,373	233,872
Totals for 1922 ..	\$504,167	1,397,674	966,133	2,403,497
January, 1923 ..	\$46,571	\$110,212	\$82,555	\$173,047
February, 1923 ..	48,174	144,574	98,147	232,442
March, 1923 ..	44,221	155,215	79,983	246,580
April, 1923 ..	37,078	118,920	76,605	165,905
				101,259

ARBITRATION IN BUSINESS DISPUTES IS MAKING GREAT PROGRESS

Arbitration as a way to settle trade disputes, instead of going into tedious, costly and often acrimonious law suits is making lots of headway. New York State now has a Court of Arbitration and it has been functioning satisfactorily for several months, saving money to litigants in costs and developing a better feeling than would be possible between opposing parties if the disputes were fought out in court.

New York City in May held an Educational Arbitration Week and one instance of its value was the taking of a trial suit out of the Supreme Court and settling it in the sane, quick and sure way of arbitration. The movement extends beyond this country. The agreement between the Netherlands Chamber of Commerce and the Chamber of Commerce of the State of New York, providing for the settlement by arbitration of all business disputes arising between Dutch members and American individuals and firms, which was made recently, is the first of a series of such agreements. Several cases between citizens of Holland and business firms in this country have been settled by arbitration during the last year through the offices of Charles H. Bernheimer, Chairman of the Committee on Arbitration of the New York State Chamber, it was stated, and on two occasions the chamber has acted as mediator for two foreign Governments, France and Greece.

Commercial arbitration is a strictly constructive movement. It is at once profoundly idealistic and intensely practical. It stands for the ideal of peace, fairness, and honor, yet it offers material gains that may be translated into terms of money and good business. It provides a prompt, fair, and intelligent adjustment of differences between merchants in any country or countries through the impartial and equitable judgment of men trusted by both parties and chosen for expert knowledge of the business in dispute. The submission is voluntary. The award leaves no sting behind. It makes for better business relations and for the general good of the Nation.

THE WORLD'S GREATEST CITY

The controversy as to whether London or New York is the world's greatest city has been renewed as a result of the recent enumerations. The City of New York occupies a definite area, the limits of which are fixed by law. The population residing within these limits, according to the recent Federal census, is 5,620,048. Around this nucleus are clustered communities which have been unofficially grouped together as the New York Metropolitan District. The population of this District is 8,438,571, according to the census of 1920.

The City of London, in the sense that the City of New York is a political entity—that is to say, that part of London that is governed as a municipal unit—contains a population of 4,483,000. For certain purposes, some of the communities around London are added to it to form a Metropolitan District with an area of 695 square miles. Within these limits the population is 7,476,168, according to the census of 1921.

It should be noted that the area of New York City is only 315 square miles, less than half the area of the London Metropolitan District which is referred to as "London" when comparisons of population are made. So New York apparently wins.

FEELS TRADE PULSE IN ADVERTISING, BUT NEVER STOPS PUBLICITY

(Condensed from Printers' Ink)

How the Dennison Mfg. Co., of Framingham, Mass., decides on the advertising pressure needed to maintain sales is told by W. A. Norwood, of the company's advertising department, who writes in part as follows: "No matter what the times are, whether good or bad—we must always keep the contact which we have made with the millions of people who buy through our dealers. So we must always advertise our goods to them—but we can and do stick to our theory and advertise more when times are bad and less when times are good."

Through the Dennison sales force and through the factory stores and service workers, the company maintains a close contact with all the classes of final consumers who purchase its products. As a result, the company is able to decide accurately how much advertising pressure is necessary at all times.

Under no circumstances, though, is the advertising entirely discontinued. It merely moves in inverse ratio to the fluctuations in business conditions. A period of depression acts as a spur to the Dennison advertising appropriation. When business is booming the advertising is lessened a trifle, although never to such an extent that the cumulative force of continuous publicity is allowed to lapse.

EXHIBITING AT FOREIGN FAIRS

The numerous trade fairs and exhibitions which are held in many countries throughout the world in the course of a year offer excellent opportunities for bringing American products to the attention of foreign purchasers. However, before going to the expense of placing an exhibit in one of these fairs, there are several points which the American manufacturer should consider carefully; including time, cost and probability of getting worth while results. The Bureau of Foreign and Domestic Commerce at Washington frequently can furnish information that will answer many of these questions, and a great deal of time and trouble may be saved by calling upon the Bureau for the information that it has available.

FOREIGN TRADES TO MEET IN BOSTON

New England is to be the host of the next National Foreign Trade Convention, according to James A. Farrell, Chairman of the Council, and President of the United States Steel Corporation. The meeting will be held in Boston, probably during May, 1924.

The invitation to meet in Boston had the backing of the State of Massachusetts, the city of Boston, and the Boston Chamber of Commerce. It is now planned to enlist the cooperation of every manufacturing community throughout New England in what is expected to be the largest foreign trade convention ever held in the United States.

INDEX FOR THE PERFUMER, VOLUME XVII

The Index of Volume XVII of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, which ended with our issue for February, is about ready and will be distributed separately to those of our readers who send in their requests for copies, as long as the supply lasts.

TRADE BOARD LOSES MENNEN CASE, TARIFF DATES FIXED

Washington Interest Centers in Supreme Court's Decision in Price-Fixing Suit—Ohio Grocers Deny Procter & Gamble's Charges—Dye Census Includes Aromatics—Leaders in Industries Enlist for War Preparedness

WASHINGTON, June 20.—The Federal Trade Commission has met with final defeat in the Mennen case in which it attempted to construe Section 2 of the Clayton anti-trust act as prohibiting manufacturers from discriminating in prices between wholesalers and retailers. The Supreme Court of the United States just before adjourning for the Summer denied the petition of the commission for a writ of certiorari in this case which had been decided adversely by the United States Circuit Court of Appeals of the second circuit. The effect of the action was to affirm the decision of the Circuit Court of Appeals.

It is conceded by members of the commission that as a result of the outcome of this case the right of manufacturers to classify their customers as wholesalers or retailers and to sell only to the wholesalers if they so desire has been definitely established. It is expected that the commission will be forced to abandon pending cases brought under Section 2 of the Clayton act. This section provides that it shall be unlawful to discriminate in price among purchasers.

It is added, however, that discrimination shall not be unlawful if made because of difference in the grade or difference in the cost of selling the commodity, or if made in good faith to meet competition. The commission in its complaint against the Mennen company also alleged that the company was violating Section 5 of the Federal Trade Commission Act in classifying its customers into two groups according to a basis of selection by allowing to purchasers of the same quantity and quality of its products different discount rates according to the classification of such purchasers.

The Mennen case has been pending since 1920. A cease and desist order was issued in March, 1922, from which an appeal to the courts was taken and won by the Mennen company.

The commission, since the final action of the Supreme Court in the Mennen case, has been proceeding with hearings in the case against the National Biscuit Company and the Loose-Wiles Biscuit Company, which is of a somewhat similar nature. The question in the biscuit case is not a matter of refusal to sell to retailers but rather a refusal to sell to individual retailers at the same discounts as granted to chain stores.

Mennen's Counsel Explains Decision

Gilbert H. Montague of 40 Wall street, New York, counsel for the Mennen Company, in a statement on the decision, said:

"By this action, the Supreme Court in effect holds that the decision of the Circuit Court of Appeals sustaining the Mennen Company incontrovertibly settles the law regarding the fairness of the Mennen Company's price policy, and that there is not sufficient merit in the commission's contention to justify the Supreme Court in granting the commission's application to argue its contention before the Supreme Court.

"The commission commenced this proceeding merely as a test case, to determine whether, in a case presenting no circumstances of fraud or monopolistic control or conspiracy, a manufacturer is at liberty to adopt any price schedules which he considers fair to the various branches of trade to whom he sells. The commission denied that the manufacturer had this liberty, and contended that the manufacturer could vary his price schedules only for quantity,

actual differences in cost of transportation, and various other elements which the commission inferred from the Federal Trade Commission act and the Clayton act.

The Circuit Court of Appeals held that the commission's contention and inferences regarding these statutes were unwarranted, and that 'the company is engaged in an entirely private business and it has a right freely to exercise its own independent discretion,' and the Supreme Court of the United States, by its action on June 11 holds in effect that there can be, so far as the Mennen Company and the facts of this case are concerned, no possible controversy regarding this legal proposition."

Ohio Grocers Defend Procter-Gamble Charges

The Ohio Wholesale Grocers' Association has filed an answer with the Federal Trade Commission defending itself against the complaint in connection with the refusal of the association to handle products of the Procter & Gamble Company. The answer admits that the members of the association had determined not to buy Procter & Gamble products but declares that the action was taken as a matter of self-protection and was due to the fact that the Procter & Gamble Company had withdrawn from the association and instead of selling its soap products through the wholesalers had organized its own agency for distribution.

It is stated that when the Procter & Gamble Distributing Company withdrew from the association it discontinued the lower prices given wholesale grocers and began to quote equal prices to all buyers of similar quantities regardless of whether the buyers did a wholesale or retail grocery business. According to the complaint of the commission the refusal by members of the Ohio Wholesale Grocers' Association to handle Procter & Gamble products constitutes an unfair method of competition and tends to hamper, obstruct and prevent the Procter & Gamble Distributing Company from successfully carrying out a lawful competitive policy.

On July 1, 1920, the reply states, all of the respondents had large stocks of the products of Procter & Gamble Company, some of which had been purchased only a few days prior to the change of its policy and that no warning had been given that the Procter & Gamble Distributing Company would change its policy. No satisfactory arrangements were made, it is declared, to relieve the respondents of the stocks, "which thereafter could not be sold except at a loss." It is charged that the change in policy was "not for the benefit of the public nor the retailer, but for the selfish advantage and profit of the Procter & Gamble Company and the Procter & Gamble Distributing Company, and to enable said companies to discriminate against the wholesale grocers and to absorb the profit formerly made by the wholesalers in handling their said products."

The answer says that "as the resentment toward the Procter & Gamble Distributing Company wore away, a number of * * * the respondents again resumed business dealings with the Procter & Gamble Distributing Company and * * * now enjoy the exclusive right to handle the Procter & Gamble products * * * without objection or criticism of other members."

[The Federal Trade Commission hearing on the naphtha soap charges against Procter & Gamble will be found in our SOAP SECTION.—ED.]

Tariff Board Sets First Public Hearing Dates

The Tariff Commission has reached the stage of docking the first public hearings under the flexible provisions of the tariff law. The commodities affected by the first hearings are relatively unimportant, but members of the commission point out that issues are raised which will afford excellent test cases with which to start off the operation of the law. A hearing on duties on paint-brush handles has been set for July 17 and one on wall pockets on July 24. A reduction in duty is sought on paint-brush

handles, while greater protection is desired on wall pockets. The paint brush handles are imported from Canada, while American manufacturers of wall pockets are chiefly concerned over competition from Germany.

Investigators for the commission have obtained data on costs of production of paint-brush handles in Canada and material is said to be at hand for furnishing a clear-cut issue as to whether or not the existing duties are too high. The wall-pocket case is chiefly interesting because the commission has made no attempt to ascertain costs of manufacture in Germany, but has relied on an alternative method of comparison authorized by the law under which the invoice value of an imported article is used. It is stated that the invoice prices of imported wall pockets are lower than the American cost of manufacture.

A recommendation as to changes in duties in these two cases probably will reach President Harding some time during the autumn. One of these cases is likely to furnish a basis for a legal attack upon the constitutionality of the flexible tariff system in the courts.

The commission is proceeding slowly with its other investigations, those thus far ordered affecting nearly thirty commodities. The next case which is likely to be ready for public hearings is that affecting casein, costs of production of which have been obtained in Argentina. Next will come the investigation of duties on sugar, which is now in progress in Cuba and on which a public hearing will be held some time in September, according to present plans. Chemical experts of the commission, headed by C. R. DeLong, are now in Europe and will not return for another month or more. Several chemical cases will be ready for hearings during the autumn. Textile experts are to leave for Europe next month and metals experts also are planning to go to Europe.

With President Harding about to leave on his Western trip, indications are that no action will be taken by him on recommendations of the commission for investigations on its own initiative until his return. The commission, after considerable controversy, has approved by a majority vote a recommendation of this character affecting a Western agricultural product, but there has been so much delay in transmitting this report and in acting upon similar pending recommendations affecting a few other commodities that there is little possibility of the President being able to pass upon them. Under the policy as agreed upon between members of the commission and the President, the commission may order investigations on applications for changes in duties or may broaden these investigations to include related commodities without consulting the President, but in case of inquiries affecting commodities on which no applications have been filed the President's consent is necessary.

Protective Tariff Doctrine to Prevail

President Harding's position on the flexible tariff has been emphasized again at the White House following conferences which he held with Thomas O. Marvin and William Burgess, the two protectionist members of the commission.

It was declared that both the President and the commission are desirous of making the flexible tariff fully effective and not to allow it to become a dead letter. It is the President's view, however, that the purpose of Congress in authorizing the executive to increase or decrease rates of duty was to make possible adjustments consistent with the protective doctrine and that it was not expected that any action would be taken which would injure an American industry. Hence there is no intention to reduce all duties which in some quarters may be considered too high.

The President, in accordance with this theory of the flexible tariff, desires the Tariff Commission to proceed with investigations from two standpoints: First, the effect of foreign competition upon American production; and, second, whether or not tariff rates are unduly burdensome upon the American consumer. If, after a careful inquiry, it is determined that rates are too high from the standpoint of the American consumer and that furthermore a reduction can be made without seriously injuring an American industry, the President will be prepared to proclaim a low-

ering of the duty. Before taking such action the President wants to be assured that it will not be "throwing a monkey wrench" into the business. As illustrative of his position, it was stated that the President has no intention of reducing the duty on anything for fear of injuring the domestic industry.

Dye Census Now Includes Aromatic Items

The monthly tabulation prepared by the Chemical Division of the Department of Commerce, in collaboration with the Tariff Commission, shows that imports of coal tar dyes through the port of New York for May totaled 254,327 pounds, with an invoice value of \$292,340. This is less than March, but more than other months this year.

The five dyes leading in quantity imported were Ciba Scarlet, Ciba Bordeaux B, Alizarin Blue Black, Xylene Light Yellow 2 G, and Trisulphon Brown B. Of the total quantity imported in May, 1923, 39 per cent came from Switzerland, 39 per cent from Germany, 13 per cent from Italy, 5 per cent from England, 1 per cent from Canada, and 3 per cent from France.

This census for May includes for the first time imports for consumption of synthetic aromatic chemicals, medicinals, photographic chemicals, intermediates, and other coal-tar products classified by the Tariff Act of 1922 under paragraphs 27 and 28. These total 191,496 pounds in quantity, and \$90,524 in value.

Industrial Preparedness for War

Drug and surgical dressings industries have had representatives here in conference with the War Department to make plans for industrial preparedness in the event of war. Among those present were: Dr. Henry C. Lovis, vice-president of Seabury & Johnson, New York; G. T. Bauer, president of Bauer & Black, Chicago, and Frank R. Jones, vice-president of Johnson & Johnson, New Brunswick, N. J. It is understood Messrs. Lovis, Bauer and Jones are being commissioned lieutenant-colonels in the Officers' Reserve Corps.

The following drug manufacturers have been commissioned lieutenant-colonels in the Officers' Reserve Corps, Sanitary Department, to co-operate with the department in industrial preparedness, with a view to mobilizing the manufacturers of drugs and medical supplies in event of war: Dr. Albert S. Burdick, president of the American Drug Manufacturers' Association and president of the Abbott Laboratories; Ralph R. Patch, vice-president and general manager of E. L. Patch & Co.; Willard Ohliger, president of Frederick Stearns & Co.; Charles G. Merrill, president of W. S. Merrill & Co., Cincinnati; J. Fred Windolph, secretary of the Norwich Pharmacal Co.; Nicholas H. Noyes, treasurer of Eli Lilly & Co., Indianapolis; A. G. Rosengarten, president of Powers, Weightman & Rosengarten Co., Philadelphia; Donald McKesson, New York, secretary of McKesson & Robbins; and Frank L. McCartney, vice-president of the Monsanto Chemical Works, St. Louis.

Commissions as captains and lieutenants in the Officers' Reserve Corps have been or will be given to persons connected with various large drug manufacturers throughout the country, one or two with each concern. Commissions in the Reserve Corps are also being offered to chemical manufacturers.

Do You Know All You Need to Know?

No man ever gets to where he does not need to know any more about his line of work, but many get to *where they think they do not need to know any more*. So says a shrewd contemporary. Wise men in the perfumery, essential oil, toilet preparations, soap, flavoring extract, and related industries, however, realize that there always is something new to interest them in every issue of *THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW*.

Not on the Bill of Fare

Habitue (introducing his wife to favorite hotel): "Here, waiter, where's my honey?"

Waiter: "Sorry, sir, but she doesn't work here now."

ALCOHOL ADVISORS ARE STUDYING PROPOSED REVISION

Sailer Chairman and Howe Secretary of Committee—Some Regulations Are Already Modified—Haynes Apologizes to U. S. Industrial Alcohol Co. for Press Agent's Blunder—New Figures on Two Years' Production

WASHINGTON, June 20.—Developments affecting industrial alcohol in Washington during the past month have been marked chiefly by the action of the Internal Revenue Bureau in modifying the drastic regulations relating to confirmation of permits and by the first formal meeting of the Alcohol Trade Advisory Committee.

The modification of the regulations affecting confirmation of permits was brought about after several weeks of bombardment of Internal Revenue Commissioner David H. Blair by representatives of alcohol using industries. As a result of representations made to Mr. Blair an order has now been issued under which permits to purchase ten gallons or less of alcohol need not be confirmed.

Some weeks ago the prohibition unit in line with its constant effort to tighten up the system of granting permits revoked the previous ruling under which confirmation was not required for amounts of alcohol and liquors less than fifteen gallons. The National Wholesale Druggists' Association, through W. L. Crounse, its Washington representative, had urged modification of the new ruling so that it should be possible to obtain at least ten gallons of alcohol without confirmation. The new order as issued by the Internal Revenue Bureau does not waive the confirmation requirement as to small amounts of liquors but applies only to alcohol.

Amendment Affects All Alcohol Users

The text of the order modifying regulations follow:

"Regulations 60, as amended by T. D. 3449, requiring confirmation of all permits to purchase alcohol and liquors, are hereby further amended so as to exempt from such requirement permits to purchase alcohol in quantities of ten gallons or less."

Mr. Crounse, who had contended before officials of the Internal Revenue Bureau that unless the regulations were modified it would mean an additional expense to the wholesale drug trade amounting to several hundred thousand dollars annually, expressed gratification over the outcome of the controversy.

"There was never any reason for imposing the confirmation requirement on small quantities of alcohol, and there certainly was no excuse for the drastic requirement that all requests for confirmation should be made by wholesale druggists in separate letters individually registered," said Mr. Crounse. "The actual financial burden this imposed on our trade, including the additional clerical labor involved, promised to aggregate several hundred thousand dollars per annum."

"I have constantly sought to emphasize the fact that the free movement of reasonable quantities of alcohol through the drug trade with a minimum of restrictions is absolutely necessary if the public is to be properly served. I freely conceded at the outset the desirability of requiring permits to purchase whiskey to be confirmed because there is ample evidence that fraudulent permits to purchase have been used in large numbers to withdraw potable liquor, but there is absolutely no evidence that a single spurious permit has been employed for the withdrawal of fifteen gallons or less of alcohol, the amount exempted prior to the promulgation of T. D. 3449."

"I have insisted that the regulation requiring all purchases of alcohol to be confirmed should be amended on the ground that the drastic requirements of the regulation threatened the health and lives of the community; that it imposed a heavy and altogether unnecessary burden upon the drug trade that was already reflected in certain sections in the increase in the cost of alcohol; because the regulation was impossible of execution in accordance with the 48-hour

time limit set for confirmation by prohibition directors, and finally because the regulation was wholly unnecessary, being designed as a precautionary measure to prevent abuses that have never occurred rather than as a remedy for an existing evil.

"I have never known any restrictive regulation that provoked a more general protest than T. D. 3449 and I am sure that the entire trade will learn with great pleasure of the amendment which Commissioner Blair has authorized."

Another amendment to prohibition regulations issued by the Internal Revenue Bureau tends to reduce the time used by the various confirmations of permits.

The regulation provides that hereafter the vendor will not exhibit all copies of the permit to purchase and the confirmation to the officer in charge of an internal revenue bonded warehouse and such officer will not communicate with the director to ascertain the authenticity of the permit to purchase and the confirmation thereof, as provided in subsection (d) of section 57½, Regulations 60, as amended by Treasury Decision 3449; and the collector will not, as now provided in subsection (e) of the same section, notify the director of the permit to purchase, nor will such permit when it accompanies Form 179 bear the notation as to confirmation by the government officer. The collector will in all other respects follow the procedure prescribed by Treasury Decision 3449. This provides for the elimination of the confirmation of the storekeeper gauges at bonded warehouses.

Sailer Heads Alcohol Advisors

Organization of the Alcohol Trade Advisory Committee was effected at its first formal meeting which took place at the office of the Internal Revenue Bureau. W. A. Sailer, of Baltimore, president of the American Drug Manufacturers' Association, was chosen as chairman of the committee. Dr. H. E. Howe, of Washington, editor of the *Journal of Industrial and Engineering Chemistry*, and representing the American Chemical Society, was made secretary. All of the members of the committee were present except Samuel C. Henry, of Chicago, of the National Association of Retail Druggists and Prof. J. H. Beal, of Philadelphia, chairman of the Board of Trustees of the U. S. Pharmacopoeial Convention. A new member added to the advisory committee was R. A. Cain, president of the American Pharmaceutical Manufacturers Association. Others in attendance at the meeting besides the members were Commissioner of Internal Revenue Blair, Prohibition Commissioner Roy A. Haynes, Judge James J. Britt, counsel of the Prohibition Unit, and J. M. Doran, head of the Industrial Alcohol and Chemical Division, representing the Treasury Department, and Mr. Crounse, A. Homer Smith, and Capt. James P. McGovern, representing alcohol users and manufacturers.

A general discussion of the situation respecting industrial alcohol took place at the meeting. Members of the committee expressed gratification over the purpose of Commissioner Blair to seek suggestions affecting policies in the administration of the prohibition law bearing on industrial alcohol. It was arranged that the committee should meet at the call of the chairman and that business would be transacted through the office of Secretary Howe.

Views of the members of the committee as expressed at the conference made it clear how some of them stand with respect to regulations issued by the Internal Revenue Bureau in the past. One of the members declared that he would not have consented to serve on the committee except upon the assurance that the committee positively would be consulted in advance relative to proposed regulations and that it would not merely hold post mortems on what had gone before.

Strongly Against Ernst-Wood Bureau Plan

A strong sentiment in opposition to the Ernst-Wood bill creating a prohibition bureau separate from the Internal Revenue Bureau was expressed. It was made plain to the Government officials assembled that the alcohol using

trades are a unit in opposition to this proposal backed by the Anti-Saloon League.

Prohibition Commissioner Haynes was taken to task by one of the committee members for the issuance of misleading press statements which it was stated have done considerable harm to legitimate industries. Mr. Haynes denied responsibility for some of these statements and declared that he had no intention to injure the trade.

Commissioner Blair, Commissioner Haynes, Judge Britt and Mr. Doran all expressed their desire to receive suggestions from the committee and promised to co-operate in avoiding undue burdens upon legitimate alcohol users.

Copies of the tentative revision of Regulations 60 relating to the distribution of non-beverage alcohol are being prepared for submission to members of the Advisory Committee. This revision is a bulky document of 200 pages. By submitting the tentative revised regulations in advance to the committee it is the expectation that the difficulties of the past months wherein protests invariably have been made following the issuance of new regulations will be avoided.

Haynes Apologizes to U. S. Industrial Alcohol Co.

Prohibition Commissioner Haynes has apologized to the U. S. Industrial Alcohol Company for the use of the trade name "Alco-rub" in a press statement in which he indicated that a distillery at Buffalo had been seized after it was discovered that it was being used for converting its denatured bathing alcohol into various brands of whiskey. An investigation started by Capt. James M. McGovern, Washington attorney, for the U. S. Industrial Alcohol Company, led to the correction of what Haynes called "an unfortunate clerical error." It was disclosed that the word "Alco-rub" was not used in the report sent to Washington by Prohibition Director Palmer Canfield of New York.

New Specially Denatured Formula

The Internal Revenue Bureau has issued the following formula, to be known as specially denatured alcohol, Formula No. 39-D, for use in the manufacture of bay rum and lotions for external purposes:

"To every 100 gallons of pure ethyl alcohol of not less than 190 degrees proof, add 50 avoirdupois ounces quinine sulphate and one gallon oil of bay, n. f."

Haynes Reports on Industrial Alcohol

Commissioner Haynes has issued a report covering his accomplishments during the two years of his administration. Relative to industrial alcohol he says:

"Production: from July 1, 1920, to June 30, 1922, 44,047,442.1 wine gallons; from July 1, 1921, to June 30, 1922, 41,691,776.6 wine gallons; from July 1, 1922, to March 31, 1923, 48,857,894.7 wine gallons.

"The above three figures of gross production of industrial alcohol in the country clearly show that the production and use have closely followed the lines of commercial activity and that the drop from 44,000,000 to 41,000,000 was due to the depression of a year ago. The present year's figures clearly reflect the general business improvement throughout the country.

"Following the world war there was built up in this country a large commercial industry, highly specialized, which undertook to supply the domestic market with many commercial products formerly manufactured in Germany and Austria. The manufacture and distribution of alcohol, as a raw material, on as economical a commercial basis as possible, was essential to the continued success of these newly established industries.

"The number of plants now qualified to produce alcohol is practically the same as two years ago, being approximately seventy in number, but at present they are working at a greater capacity than they were two years ago. This clearly demonstrates that the administration of the alcohol laws by this unit has in no way interfered with normal commercial processes."

Regarding withdrawal of denatured alcohol, the report says:

"Specially denatured twelve months' period ending February 28, 1921, 11,767,587.77 wine gallons; period ending February 28, 1922, 12,719,452.46 wine gallons; period ending February 28, 1923, 25,505,940.07 wine gallons.

"Completely denatured, twelve months' period ending February 28, 1921, 13,319,230.19 wine gallons; period ending February 28, 1922, 15,483,003.92 wine gallons; period ending February 28, 1923, 22,766,389.90 wine gallons."

Regarding spirits withdrawn taxpaid for medicinal and other purposes the report says:

"Alcohol and high wines, twelve months' period ending February 28, 1921, 29,185,899.95 proof gallons; period ending February 28, 1922, 19,976,877.39 proof gallons; period ending February 28, 1923, 11,282,806.03 proof gallons."

SYNTHETIC VANILLIN BY OZONE PROCESS

Burton G. Wood, of Los Angeles, writing in *Chemical and Metallurgical Engineering* (Feb. 28 and May 7, 1923), reviews briefly various methods for the manufacture of vanillin, and describes in detail an installation for the ozone process, in the development of which he took part.

Most of the present methods for the preparation of vanillin involve the oxidation of isoeugenol. This is a difficult problem, owing to the ease with which the resulting vanillin is further oxidized and resinated. Methods employing strong oxidizing agents such as bichromate, permanganate, etc., and a proposed German electrolytic method for oxidation by electrolysis in alkaline solution, have not proven satisfactory. A method using ultra-violet rays together with aeration has also failed, owing to hindrance of the rays by the deepening color of the isoeugenol and to loss of material carried away as vapor by the air current. Methods using protocatechuic aldehyde and guaiacol as starting materials have been too expensive or have given low yields. The oxidation of isoeugenol by nitrobenzol, however, deserves consideration, in Wood's opinion, as does the ozone process, which he describes.

In 1904 the Ozone Vanillin Company was formed in this country for the exploitation of this process. After expensive experiments, however, the method was abandoned, when it seemed to be on the verge of success.

The process involves the drawing of ozone-laden air through isoeugenol, mixed with sodium bisulphite solution and contained in absorption towers of earthenware containing splash plates or balls. Two 18-foot towers are followed by two 8-foot towers containing, respectively, sodium carbonate and sodium hydroxide solutions. The ozone is generated by eight machines of 4 kilo-volt-amperes each, current being furnished at a tension of 9,000 volts. Each machine has its own air-cooled transformer. The yield is 65 grains of ozone per kva. with an air current of 3 cu. ft. per minute across the plate. This gives a maximum yield of 3 oz. of vanillin per kva. (that is, practically, per kilowatt).

After oxidation, the vanillin-bisulphite compound is decomposed, in a lead-lined tank, by sulphuric acid, made alkaline, and extracted with benzol. The benzol solution of vanillin is distilled in a copper still to recover the benzol, and the crude vanillin recrystallized from water three times, treatment with decolorizing carbon accompanying the first crystallization.

The final crystallization is from distilled water in an aluminum pan. The characteristic needle crystals of commercial vanillin are formed by undisturbed cooling until the first crystals are formed, followed by agitation and rapid cooling. If the mass is stirred continually, flat plates will be formed instead of needles. Although the substance is identical in both cases, the trade is accustomed to the needle crystals. Pure dry vanillin has a melting point of 83° C., which is lowered to 81°-82° by a small amount of moisture.

Citrus Oil Manufacture in Australia

Reuters Trade Service reports from Melbourne that a scheme for the manufacture of essential oils and concentrated juices from citrus fruits is being investigated by the Murray Citrus Association. M. de Pasquale, a member of an Italian chemical firm, is on a visit to South Australia in connection with the proposal. It is stated that about £3,000 would be required to install a small plant for demonstration purposes. In Victoria last season 23,000 tons of lemons are said to have rotted on the ground.

WINDOW DISPLAYS GREAT HELP IN MERCHANDISING:

**The Types Which Attract the Most Attention and Sell the Most Goods
Advice on How to Prepare and Distribute Them to the Best Advantage**

SEVENTH OF A SERIES OF ARTICLES WRITTEN FOR THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW,
BY LEROY FAIRMAN, MERCHANDISING ADVERTISING EXPERT, OF NEW YORK.

The window display is one of the most ticklish and vexatious of all the problems which confront the manufacturer whose products are sold through drug stores.

One of the chief factors which contribute to its ticklishness is that there are only fifty-two weeks in the year, and about fifty-two hundred manufacturers who are clamoring for a week's display in the druggists' windows. It simply can't be done. Every manufacturer will admit that—but not one of them can understand why *his* display shouldn't have at least a week in every drug store window where his goods are on sale.

This is especially true of the man with a brand new product. His salesman comes whooping into the drug store, full of pep and optimism. He is sure he has a world-beater: he is sure the druggist will stock at least a gross; he is sure his big and beautiful window display will drag in the customers all day long and far into the night.

The druggist regards him with a fishy eye, orders three-twelfths of a dozen of the world-beater, and tells the salesman to do as he likes about sending on the window display. Maybe he can slip it in a few days later in the season—if the goods sell well! He'll see. G'day.

Although the salesman won't see it, the druggist's lack of enthusiasm in such cases is precisely commensurate with his business sense. If he is a good business man he regards his windows as one of his best advertising media, and values them accordingly. He knows that a Colgate window or a Palm-olive window will sell goods: experience has made him doubtful as to whether the big and beautiful display of the Eureka World Beater will sell more than a jar a day. And all druggists were born in Joplin or thereabouts. Which, by the way, is a mighty good section for a business man to be born in.

Some Chain Stores Charge for Use of Windows

Speaking of the value of windows as advertising media, some of the big chain drug stores have discovered that they can charge a stiff price for their use and get away with it. But as they are few in point of numbers, and beyond the reach of most new manufacturers, we may as well disregard them for the purposes of this article. We will disregard, too, the big manufacturers who send out regular cleanup staffs of high powered salesmen, backed by big advertising campaigns and followed by crews whose sole business it is to put in window displays. These big fellows are quite capable of solving their own problems.

So we face the question, What to do? How shall we plan a window display that will interest and please the hard-boiled druggist, a window display that will sell goods if it gets into the window, a window display that will stand more than a Chinaman's chance of getting a showing in the type of drug store that forms a desirable outlet for our goods?

To attack the question first from the negative end, it is valuable to know that good druggists do not want stickers of any sort. Some of them paste neat little notices of soda fountain specialties on their windows, but beyond that they emphatically do not desire to go. They frown upon anything, large or small, meant to be pasted on their windows.

Another thing to which they quite naturally object is the big, cumbersome display which hogs a window; another is the kind which is covered with advertising legends in big letters, like a circus poster; another is the complicated kind of display which is hard to put up and will wobble and collapse if you don't get it just right. Some of these complicated displays are accompanied by instruction sheets which only a Philadelphia lawyer could understand, and only a Metropolitan Opera House stage mechanic could carry out.

There are so many different products which can be profitably advertised by window displays, and so many practical and satisfactory forms of display, that it is impossible to do much more than generalize in the limited space at my disposal. To describe them all in detail is not feasible, nor is it necessary. What to avoid, and the general rules to follow, is all that we can hope to consider.

Some Primary Essentials in Planning Displays

The familiar panel, or screen, form of display has no superior for general purposes. In planning this, or any other display, it must be borne in mind that windows differ in size and proportions. Some drug stores face two streets and are practically "all window." Others have wide windows on either side of a central door; others only one window of none too generous width. Keeping these facts in mind, the maximum size of a three-panel display intended for the center of a window should not be above six feet in width—three panels of two feet each, or a wider panel in the center and narrow panels on either side. A display which is six feet wide should not be more than four feet in height.

If intended for the side or corner of a window, instead of the center, the best proportions for the panel display are, as a rule, center panel 18 inches wide, side panels 12 inches wide, height of center panel 24 inches, height of side panels 18 inches. This makes a practical, gracefully proportioned display which fits well somewhere in almost any kind of window. Another useful corner display is made of only two panels, forming, when set up, an obtuse angle. An exceptionally good display of this nature is just now being used by Pond's Extract Cream. A bar across the top, bearing the name of the product, is slotted onto the two panels and holds them in place, and a slightly raised platform between the panels shows off the goods to advantage.

Smaller displays, holding one or a few packages of the product, are good, as they slip handily into odd corners in the window. Besides, many druggists, when they take them out of the windows, put them on the counter, where they are likely to remain a considerable time—a long time in some drug stores!

Any good lithographer, or specialist in window displays, can suggest attractive and practical forms of panel and other window displays, but the advertiser himself should consider very carefully what to put on them. I have noticed that druggists are partial to scenery—beautiful hills and rivers, roads with motor cars, country clubs, and the like. They often preserve such displays, and use them now and then as backgrounds for displays of tooth brushes and what not—which advertisers can view with complacency.

The pretty girl, however, will long remain the favorite feature of prominence in the window display, but whether this feature is girl, man or mountain, there are certain important things to consider before you give the lithographer orders to go ahead. Here are some of them.

In form, your window display is limited by practical restrictions; in design and color you have a free hand. But remember that, while it is of importance to show your package clearly, the package is of minor public interest, no matter how beautiful it may appear to you. The chances are that it is not a thing of special beauty, considered from the cold, uninterested viewpoint of the passerby; therefore, do not depend upon it to catch and hold the eye—subordinate it a little. Use as the prominent feature something that you know *will* catch and hold the eye, and let the eye-catcher lead naturally up to the package. In other words, lure the passerby with bait, and not with the bare hook. And don't try to tell the whole story of your product. Don't cover every corner of space with advertising—with slogans and catch-phrases. Such things are unattractive; people won't stop to read them and the druggist don't approve of them.

When it comes to color, remember that a window display is a poster and not a picture in a magazine. Strong and striking colors, boldly set against each other, are as permissible in a window display as they are in any poster. Offences against good taste in the selection of contrasting colors should of course be avoided, but a window display will stand a lot of gay and brilliant coloring. Masses of color have an attention value which cannot be secured in any other way. Keep your display simple, avoid a lot of details in the design used, and get life, action, vigor and real human interest into it. If you use the pretty girl, have her doing something more than smirk; make her a real person, doing something that will strike a responsive chord in the hurrying throngs which pass the window.

And now comes the most perplexing question of all—how to get your display into the druggist's window.

A salesman of many years' successful experience in such matters tells me that when he can stay long enough in a town to really "clean it up," he has little difficulty in securing a good showing in the druggist's windows.

"I like to take the displays along with me," he said, "and sell the display at the same time—or directly after—I sell the goods. If a druggist is interested enough to put his money in a line of merchandise he is interested in anything that will move it off his shelves, and he knows that a good window display will help to do this."

"After I have made the sale, I say to the druggist, 'Here is a photograph of a very handsome window display my people have just got out. The size is so-and-so; it will fit very nicely into that window of yours, and, as you can see from the photograph, it will attract a lot of attention and bring people in to buy. The merchandise will be here in a week or so, and when it comes you will want to be ready with a good window display. I have the displays right here in town with me, and will come around and put one in for you whenever you are ready for it. Other druggists, all around town, are going to have this display, and in order to get your share of the business you ought to show it, too.'

"If the goods are to be advertised right away, it is a great deal easier to get the display into a considerable majority of the drug stores that stock them. As a rule, new advertising campaigns, whether for a new product or an old one, start off with big copy, and it is easy to convince a druggist that he needs the tie-up with the advertising cam-

paign which the window display will give him. The advertising helps to line up all the druggists at the same time, instead of having some of them put you off until later. They all want to get the benefit of the big copy."

When it is not feasible to send the displays along with the salesman, that individual should carry good photographs of it, and take actual orders for it whenever possible. If, when the druggist orders the goods, he can be induced to agree to use the window display, the salesman should make it clear to him that the fact that he has promised to use the display is noted on the order. Then the druggist will feel that he is in a sense obligated to use the display—that he has actually ordered it with that understanding.

Manufacturers who do not use traveling salesmen, or who for some reason or another desire to get out a window display at a time squarely between the salesmen's visits to the section which it is desired to cover with the display, often take a chance and mail out the displays, without making any arrangement with the dealers. This is a very wasteful course to pursue. The window display which arrives unheralded stands a slim chance. The recipient feels that the manufacturer is taking too much for granted. Even if a very diplomatic letter is sent along at the same time, the druggist has not really been "sold" on the window display before it arrives; he has not promised to run it, nor been consulted concerning it. His first impulse is to store it away altogether too near the furnace door—and in many cases the furnace or the cellar is its fate.

Even if it takes a little longer, the safer and surer way is to send the druggists a good letter, enclosing a photograph of the display, and, if possible, telling them of the excellent results which have followed its use in the big city drug stores. Make it clear that the display will be sent only on application and enclose a card which the druggist is to fill and return. This card should be so worded as to obligate the druggist to use the display if it is sent to him. It is also well to send along data as to the dimensions of the display and instructions as to putting it up, so that the druggist will understand clearly just what he is going to get before he sends in the application card.

In sending photographs of your display, it is best to send those which show the display set up in some druggist's window—the more prominent and well known, the better. If you can secure three or four such photographs, do so; and when possible include a statement as to what these druggists say about the display and the results it produced. If you advertise your display in the journals read by the druggists, show photographs of it, give the dimensions, and the same character of information described above.

When a product is well established and heavily advertised, getting window displays is a comparatively simple matter. The goods are in a sense staple; the druggist sells them regularly, year in and year out; he is on friendly terms with the manufacturer, and the use of the display material becomes a matter of course. Even then, it is unwise to send out displays unorderd or unannounced.

One manufacturer of a proprietary article recently placed a large number of window displays in drug store windows in nearly every state in the Union through the co-operation of the newspapers. Upon request, the papers sent men around to the druggists and secured their promise to use the displays. Then they notified the manufacturer as to the number of displays needed; the displays were sent direct to them and they sent them by messenger to the druggists who had agreed to use them—afterwards checking them up to see that they were actually in the windows. Of course the newspapers would not extend a favor of this valuable nature to anybody except a manufacturer who used their space liberally, and was therefore regarded as a good customer and entitled to unusual co-operation.

Getting window displays by the free goods route is an old method; it is up to every manufacturer to decide for himself whether or not he wants to employ it. But if free goods are offered, the best practise is to stipulate that they are to be used first as a part of the window display, and the dealer should be required to send in an order for a certain specified quantity—a little larger than he would normally order—if he is to take advantage of the free goods proposition.

THE SCIENTIFIC ASPECT OF COSMETICS*

By Professor C. P. WIMMER, M. A., Phar. D., of the Faculty of Columbia University College of Pharmacy and Contributing Editor of *The American Perfumer & Essential Oil Review*

When the management of this great exposition requested me to come here and say a few words to you about the knowledge and ideas that scientific men have of cosmetics and their uses, I was pleased indeed to accede to their request.

I was very glad to have an opportunity of pointing out to a general public what a great and important industry we have in our country in the cosmetic and perfume manufacture and trade, to say something about the composition of cosmetics and their value to a civilized country from a hygienic point of view, and, lastly to shed some light upon the much discussed question of the alleged harmfulness of cosmetics.

The development of the cosmetics and perfume industries in the United States during the last thirty-five years has been truly marvelous.

The final figures of the official United States census published recently show that the perfume and cosmetics output grew from \$4,600,000 in 1889 to nearly \$73,000,000 in 1921. A growth in the same ratio, which no doubt has taken place, would indicate that this output is rapidly approaching the \$100,000,000 this year. The total capital invested, which was in excess of \$9,000,000 in 1914, is probably close to \$50,000,000 today.

The number of establishments engaged in the manufacture of perfumes and cosmetics in 1889 was 157; in 1909, 429; in 1919, 569; today there is a still greater increase in the number of establishments. The industry afforded employment to about 10,000 persons in 1919 with wages and salaries of slightly over \$10,000,000. I believe that I am not overestimating that there are this year over 25,000 persons employed whose income is collectively in excess of \$30,000,000. As to the import and export of cosmetics and perfume, we find from figures furnished by the United States Government that during the first nine months of 1922, the imports amounted to \$5,773,884, which is an increase of \$1,518,056 over the corresponding period of 1921. The exports during the first nine months of 1922 amounted to \$4,552,619, which is an increase of \$1,037,549 for the corresponding period of 1921. England is our best customer.

These figures will give an idea of the importance of the cosmetics and perfume industry for our country. All reports from reliable sources indicate that there is even more than a normal growth in the demand for toilet supplies, and the general outlook for further growth within the industry is very encouraging. The money spent for advertising some of the articles runs into the millions of dollars annually. For example, a certain firm spent \$88,400 last year alone to advertise a face powder, another firm spent \$110,000 to advertise a shampoo, another one expended \$120,000 for a perfume.

Now, let us see what cosmetics really are, what they are composed of and let us examine into the question as to whether their general use is desirable or not.



PROF. CURT P. WIMMER

Looking over the history of the use of cosmetics we find that they have been used the more extensively the higher a people stood in the scale of civilization. In all of the periods of the world's history which we classify as being of a high state of civilization, we find invariably that cosmetics were used to a considerable extent. Indeed, we might even go further and say, that the extent to which cosmetics are used is directly an index of the state of civilization which a people have reached. During the period of the kings of Egypt in which Tut-ankh-Amen and Rameses lived, cosmetics were used; when the Roman Empire comprised almost all of the then known world, both men and women used perfumes and cosmetics on a scale far surpassing that of today. On the other hand, during the dark ages, when civilization was at low ebb, the use of cosmetics was not known. Time does not permit me to tell you more about this interesting matter of the history of perfumes and cosmetics.

When I speak of cosmetics I mean to comprise in this term any substance or preparation which may be used to beautify and cleanse the human body. It is largely due to a misunderstanding, or underestimation of the subject as a whole, that some people condemn the use of cosmetics. Mention the term "cosmetics" and they think only of the lipstick, the rouge and powder, and they shudder! These people do not realize that the use of cosmetics is really as important to our daily well-being as our bath and soap and water. And the fact that women use more cosmetics than do the men demonstrates that they are the more cleanly in the habits of the two. Insofar as the desire to beautify the body is responsible for the use of cosmetics—that is without question most commendable from every point of view. Women who take pains to make themselves personally attractive are certainly a greater asset to a country than those who neglect their bodies.

Many Topics Embraced in Cosmetics as a Subject

A comprehensive and systematic study of the subject of cosmetics must include the following topics: Anatomy and physiology of skin, hair and nails; the preparation, composition and uses of compounds, such as the lotions, for application to the skin, or used for alleviating minor defects, such as pimples and blackheads, warts and corns, anti-perspiration remedies, cosmetic powders, face and talcum powders, rouges and paints, nail preparations, hair and dandruff preparations, hair tonics, hair oils, hair dyes, depilatories, cold creams, vanishing creams, massage creams, all other kinds of creams, mouth and tooth preparations. The large subject of perfumery is a study in itself, one which can be pursued properly nowadays only by those who have had a thorough training in organic chemistry as well as practice in nose training.

The general objects of the use of cosmetics are first, to prevent diseases of the skin and its modifications; second, to cover up imperfections; third, to beautify, and lastly, to cleanse.

Take for example a good face lotion. It will consist of a finely perfumed diluted alcoholic solution of a mild alkali, such as borax. Here we have the refreshing and stimulating action of the alcohol and at the same time the cleansing action of the alkali. Or, take a good cold cream, to cite another example. Cold creams are emulsions of fats stiffened somewhat by the addition of wax or paraffin. The fat

*An address delivered April 10, 1923, at the National Exposition of Perfumes, Toilet Articles and Soaps, 71st Regt. Armory, New York.

used may be sweet almond oil, or peach kernel oil, or liquid petrolatum.

They also contain from about 15% to 30% of water. The water and fat are in finely subdivided form and, therefore, absorbed by the tissues. Cold creams will consequently supply both of these substances to the skin and are especially beneficial after the use of soap which often has a tendency to abstract moisture and cause a dry skin. An oil wash is just as effective as a wash with soap and water, and persons with a dry skin would do well to dispense with soap altogether and use oil instead.

Cold creams, then, are good cleansing agents, and the white appearance of the skin after their application is due to the removal of the dirt and the cell debris of the outer layer of the skin. Massage creams consist essentially of milk casein (or, in the language of the housewife, of pot-cheese) pressed to a certain degree of dryness, colored, perfumed, also containing a small amount of boric acid to prevent decomposition and, sometimes, a small amount of cacao butter to keep the cream soft and pliable. Some creams are made with starch and similar additions as in those made from milk. These creams when pressed or rubbed onto the skin will enter into the pores of the skin to a slight degree, and, when pressed, or massaged out again, they will bring along the dirt. They are cleansing, therefore. In addition, the massage applied to the skin will stimulate the tissues and set up a healthy circulation of the blood.

Beneficial Effects of Cleansing Preparations

The various cleansing lotions, milks, almond powders act by virtue of their oil or fat content. It is hardly necessary for me to point out to you the great benefit derived by a regular use of nail cosmetics or mouth washes, although the latter have but little actual disinfectant properties. But they counteract, in a measure, the influence of bacteria and vegetable parasites, they cleanse the teeth, gums and mucus membranes of the mouth, and destroy bad odors due to decaying food particles, teeth or smoking.

I hope I have brought home to you by citing these examples the important fact that cosmetics are cleansing agents in the first instance, and that factor alone makes it desirable that they be used on an ever increasing scale.

Now, what about the alleged harmfulness of the cosmetics? Nearly every ill and woe has been ascribed to the use of cosmetics. They have been blamed by notoriety seeking persons for everything that is bad. Only recently the statement has appeared in the press that the use of powder and rouge might be one of the causes for cancer of the skin. There is absolutely no foundation for any such assertion. There is no actual friction exerted upon the skin when one applies face powder, and the friction due to the use of rouge on the skin of the lips or face is very slight indeed. Rouges are soft, and their melting temperature is but little higher than the temperature of the skin. They cannot irritate by their application. They could irritate if certain chemicals were used as components, but I do not know of any case where an irritant has been found to be present in a rouge.

The ethics of the use of cosmetics are no different than those of any other materials. If we overdo things we must suffer, that is a universal human law. If we eat too much our digestion will break down; if we smoke too much, we shall feel the effects, and so on. Such is the case with cosmetics.

Probably one of the reasons why much misunderstanding and misconception exists in regard to cosmetics is that science up to now concerned itself but little with the composition and use of this class of preparations. The science of cosmetics is still a sort of stepchild, considered as worthy of little notice, is rather looked down upon as a second rater—but it is really an important branch of hygiene and chemistry, both medical and pharmaceutical.

Where Cosmetics Might Really Be Harmful

The truth as to the harmfulness of cosmetics is that, as a rule, you must use a great amount of cosmetics to do some actual harm to yourself. Of course, I do not want to be misunderstood, or misquoted, as advocating an indiscriminate use of cosmetics. Nothing is further from my mind. But my point is that, considering the entire subject of cosmetics, the good that they do actually, by far, outweighs any possible harm that they might cause.

Should women use face powder? Yes, by all means. It increases the surface from which the sweat can evaporate more quickly, and so produces a feeling of coolness and freshness. Of course, a light and fluffy powder only should be employed, not one which is heavy or loaded with chalk, nor one which is very highly perfumed. To obtain the best effect as far as beauty is concerned, a woman of the blond type with a light and fair skin should use a lighter colored powder than the woman with a darker skin. Face powder should bring out and heighten youthful and rosy appearance. To do this it is necessary to take into consideration the complexion, the light, whether natural, electric illumination or gas, all of which will have an influence upon the appearance of the powder on the face. Then, stout women may use a little heavier powder than slim ones.

Should women use lipstick and rouge? My answer is, leave that to the individual woman to decide. In the first place, no matter what one may say about it, does not make the slightest difference. If a woman wants to use rouge she is going to use it and that is all there is to it. Rouges and lipsticks are greasy in nature; if applied to the skin they will clog the pores for the time being and prevent the healthy functioning of the skin. From a hygienic point of view, it is not the amount of rouge used, but the period for which it is allowed to remain on the skin. If a woman keeps rouge on her skin for long periods, she will find that the skin will become flabby after a while, and will take on a withered appearance.

The continued clogging of the pores may also cause pimples to appear.

As to the question of paint and rouge, I should say that they should be used with discretion; only when badly needed. A small amount of rouge artistically applied so that it is hardly noticeable, before going to a dance or theatre and washed off again when reaching home, will never do the least bit of harm.

Good judgment and discretion in the use of cosmetics are all important. Lack of these on the part of the public is responsible for much of the condemnation which cosmetics have received. Because certain women paint and powder their faces until they look like a picture of the ultra-modernist school of painting, or because others use hydrogen peroxide to excess to bleach their hair and find that the hair will become brittle and break, or because a paraphenylenediamine containing hair dye causes in isolated cases of especial susceptibility, or idiosyncrasy, a rash to appear on the scalp—all these and others are not reasons sufficient to condemn the use of cosmetics as a whole.

Therefore, if you should ask me whether cosmetics are harmful, I should answer emphatically: No. If you should ask whether they should be used, I should say: Yes, but in their selection use good judgment, and in their application use discretion.

COLOR CARD FOR AUTUMN IS OUT

Textile Color Card Association of the United States, Inc., has issued its color card for the autumn and winter of 1923. The majority of the 78 colors are soft with only splashes of brilliant shades. There is a collection of ancient colors, named from the Egyptian exhibits of the Metropolitan Museum of Art.

Browns are in the lead, covering a wide range of light, medium and dark tones. In point of number, greens follow while blues and reds divide honors about evenly. Greenish blue which the Egyptians applied in making pottery, is reproduced under the name of faience. Whirlpool, a deep water blue with green undertones, forms one of the blues.

Of the ten shoe, leather and hosiery colors, Beige, Thrush, Hazel, Mandalay, Congo, Silver, Fog and Cruiser have been put on the list again, because of their popularity. New Shades in this group are log cabin, slightly grayer than otter of the spring 1923 card, and a dark rich shade called autumn brown.

Twelve colors appear in the woolen group. Camel's hair, Sakkara and Biskra are desert shades. A French peasant shade has been christened Normandy, and a darker blue is called sailor. Phantom and London smoke are dark grays. Monterey is a new and brilliant sports shade. There are two greens, pine tree and everglades.

JUNE REPORT ON GRASSE FLORAL PRODUCTS

(FROM OUR OWN CORRESPONDENT)

GRASSE, June 5.—Following is the June report on floral products and essential oils in this region:

Orange

The orange blossom harvest is over. It was less than was expected at the beginning of May. A wave of heat lasting eight days forced the blossoms so that it was impossible to gather them all and a great part was lost.

The crop may be estimated at two-thirds of a normal crop. The market at present is very brisk because orders for orange products are coming from all the markets of the world. No decrease in the present market price is now to be anticipated, and an increase is not impossible.

Consumers may buy now without any risk of loss.

Rose

The great heat at the beginning of May hastened the blossoming of roses and, as a drought was beginning, the bushes lost their strength and many buds dried on the stalks and fell before opening.

As in the case of orange blossoms, the present crop may be estimated at two-thirds of the normal crop.

From Bulgaria comes the announcement of a harvest below the standard and a certain increase in the market price of last year's otto. Many Bulgarian houses have been unable to distil this year on account of the lack of flowers. They will be able to sell only the oil bought from Balkan peasants, which is always very inferior on account of the primitive methods used to distil the roses.

Jasmin and Tuberose

Nothing new about these two flowers is to be noted since our last report. Cultivation is going on, but we shall have no idea of the crop for several months.

Nothing remains of the old crop of jasmin and tuberose, and an increase over last year's price is to be expected, mainly in the case of jasmin.

Oak Moss

Great quantities of oak moss from the mountains around Grasse are now arriving at the factories to be treated with petroleum ether.

For several years the working up of this cryptogamous plant has assumed enormous proportions. Whole trainloads are brought down from the Alps and the manufacturers can scarcely fill the orders for the oil obtained, which are used at present to such a great extent in modern formulas for perfumes.

Geranium

The hard rains in Algeria at the beginning of the distillation have injured the crop which will therefore be below normal. The market price of the essential oil from this region remains rather high, although it is not in proportion to that of geranium from Réunion which for one or two years has reached exaggeratedly high limits.

Little remains of the stock of Grasse geranium and the harvest will not occur until next autumn.

Petitgrain

An increase in the price of all grades of petitgrain is to be expected.

The revolution which is still going on in Paraguay prevents any exports because it is impossible to bring the oils from the interior to the port of embarkation, on account of the lack of means of transportation. As for the Grasse oil

of petitgrain, last year's stock is reduced to nothing and the oil from the new crop will be quickly snapped up.

Mint

An increase is to be expected in the price of all mints, but principally in that of the Grasse oil. The plants do not look well and the crop will certainly be poor.

Lavender

We are approaching the new distillation with very little of last year's stock on hand. Very important purchases have been made in the last few months and the extra qualities have been bought up at prices that are of interest to the distiller.

As the winter has been relatively mild there has been little snowfall in the mountains so that the earth is beginning to dry up and the plants of lavender will certainly suffer from the lack of humidity.

Recently we have had a few cool damp days which will delay the coming of summer. Nevertheless we must expect a harvest less than that of last year.

The new distillation will be begun in the regions that are advanced in cultivation about July 10.

Thyme, Rosemary and Spike

Rosemary and Thyme have been distilled under almost normal conditions. The demand is regular without being very great, so that the market prices of these three oils will not fluctuate.

Summary

A recovery of business is indicated, because the prices of all floral products are now very reasonable. It is impossible to expect any decreases, because the flowers now bring the lowest possible prices. At reduced prices their cultivation would be abandoned.

Taking into consideration the actual increase in all products since the war, it will be found that the prices paid for flowers for perfume purposes are by no means the most excessive.

ECONOMIC SITUATION IN SWISS SYNTHETIC PERFUME MATERIALS INDUSTRY*

By MARTIN NAEF

The gradual improvement in the Swiss synthetic perfume material industry which was manifest during 1921 continued, though with a slightly retarded velocity, during the latter months of 1922 after having encountered a moderate depression in the first half of the year.

If a comparison of statistics of the latter year with the preceding is based upon the actual value of the products exported one finds that the figures for the two years are almost identical. In 1921 the exports of synthetic perfume materials were valued at 10,305,661 Swiss francs while in the next year this figure was increased only to 10,821,224 francs.

The alteration in conditions is portrayed far more graphically, however, if the comparison is based on actual volume of exports rather than on value. The exportation of these materials which, in 1921, amounted to 120,700 kilos, was nearly doubled in the succeeding year, the figure rising to 221,900 kilos. Thus, nearly 100,000 kilos more were exported in 1922 though the total value remained approximately the same as in the previous year. The explanation, of course, is to be sought in the general decline which affected prices of synthetic perfume materials in 1922.

The Swiss industry has suffered to a notable extent by the extreme protectionist policy adopted by several countries. England, for example, took Swiss perfume materials in 1920 to an amount valued at 3,158,000 francs while in 1921 the value of English purchases dropped to 1,359,000 and in 1922 to 465,000. Of course, the diminution in value during these

* Through the courtesy of *Ungerer's Bulletin*.

years is accentuated by the fall in prices, making the decline in purchases appear more drastic than was actually the case, but the chief reason has been the almost prohibitive tariff imposed on this class of products by England shortly after the war.

French purchases from Switzerland have declined also, though to a less extent, the value of exports of synthetics destined for this country dropping from 4,700,000 francs in 1921 to 3,165,000 in 1922. In this instance, however, while exact figures are lacking, it is probable the difference might be accounted for by lower prices.

On the contrary, exports to the United States rose in 1922 by the quite important amount of 900,000 francs, due, without doubt, to the large volume of goods imported in anticipation of the imposition of greatly increased duties under the tariff which went into effect September 21 of that year. Figures are not yet available to demonstrate the effect of these duties, but, as on many items they are practically prohibitive, it appears certain that the importation from Switzerland will be appreciably lower in 1923.

The Swiss custom statistics concerning trade with the United States in these products are at hand and show interesting variations both as regards volume and value of exports. For the three years under consideration the exports of primary perfume materials to the United States were as follows:

1920.....	34,100 kilos valued at francs 4,484,050
1921.....	21,100 kilos valued at francs 1,378,047
1922.....	49,800 kilos valued at francs 2,281,712

The extreme decline in both volume and value noted in 1921 was due rather to business depression in the United States than to conditions in Switzerland.

During the same years Switzerland purchased from the United States small but fairly constant quantities of finished perfumes and cosmetics, as follows:

1920.....	20,900 kilos valued at francs 202,907
1921.....	13,400 kilos valued at francs 178,749
1922.....	14,600 kilos valued at francs 169,090

It is extremely difficult to obtain an accurate perspective of the future of the Swiss synthetic perfume material industry; much will depend upon the possible termination of the present condition of instability in world trade and upon the adoption of a more liberal regime by the several countries which have been stampeded by the war into extreme protectionism.

However, since this branch of Swiss industry has been able to maintain its position, notwithstanding the post-war crisis, it appears that it will be able to do equally well in the future and will prosper as soon as the world's economic situation becomes more nearly normal.

M. Naef & Co., Geneva, Switzerland.

DEVELOPMENT OF INDIA'S SANDALWOOD OIL TRADE

(From Our Own Correspondent)

CALCUTTA. May 5.—One of the most interesting of the industries developed during the war which did not die out when the artificial stimulus of war trade ended is the production of sandalwood oil in India. It is in a better condition now than it has ever been and new factories for distillation are being opened in Mysore, Coorg and Madras.

Before the war the wood was all sold at auction and was very largely in the hands of German buyers, as were so many other Indian products, such as hides and bone. Due to the fact that the processes of distillation known in India were so crude and wasteful, distillation was forbidden by the government. As much as fifty tons of firewood was used per ton of sandal wood and from 10 to 20 per cent of the available oil was not recovered.

So the wood was sold at auction and was shipped out of the country for distillation. But at the end of 1914 when a complete collapse of the market occurred, the state began to investigate the possibilities of home extraction and a factory with a small output of 2,000 pounds of oil per month was started near Bangalore in May, 1916. So successful was the extraction, equaling any yield in European distilleries that a new factory with an ultimate capacity of 20,000 pounds of oil a month was started and the Bangalore factory enlarged to three times its previous capacity.

During the war, practically all of the sandalwood oil produced was sent to Europe, but now America and Japan take a great deal. So high has been the cost that recently increasingly large quantities of low-grade wood have been put on the market by private owners, especially in the Deccan, and a cheap substitute in the form of West Australia sandalwood (*Fusanus spicatus*) has been imported to produce an oil similar in some respects to that distilled from real sandalwood.

The export from April 1, 1920 to January 1, 1921, was 118,438 pounds, but that in no way represents the output, as an increasingly large amount is used in India.

both at Kanauj, in the making of ottos, and by the natives themselves. Sandalwood is much used in religious rites and ceremonies and large quantities are used every year by the Parsees in their daily worship.

Sometimes sandalwood is ground to a very fine paste in water and then smeared on the forehead and the upper part of the body, both for ceremonial reasons and because the oil in it produces a pleasantly stimulating effect on the skin. To these effects is due the desire of the people to possess it, causing much trouble and thieving on state reservations. All of the sandalwood trees in Mysore and Coorg belong to the state, as well as a considerable part of that grown in the Bombay presidency. But every year a fairly large illicit private sale is carried on from trees cut on the government reserves.

Since the India government has realized what a source of income this industry can be made, scientific research has been undertaken to increase the acreage and especially to find the cause and cure of an obscure disease known as "spike." Every tree attacked with this disease dies and all attempts to check the pest by uprooting "spiked" trees has failed, although in Mysore more than a million trees have been dealt with in this manner. As a sandal tree takes forty years to reach maturity and as all efforts at reproduction of the parasite tree have met with but little success, it is vital to the commercial interests of India that some cure be found, in order that the largest possible revenue may be obtained from the monopoly which India has in a product so universally in demand.

French Patent for a Hair Cleanser

Joseph and Celestin Bouillion, of Paris, have patented (French Patent 532,593) a preparation for cleansing the hair, consisting of a mixture of carbon tetrachloride, a mineral oil and a perfume. The mineral oil used may be either a refined petroleum oil or a vaseline oil. The preparation serves for the cleansing of the hair and the removal of excess fat from the hair, and is non-inflammable.

BABSON JOINS EXPERTS IN ASSURING BRIGHT FUTURE

Roger W. Babson, noted expert and experienced observer of the trend of business, backed by his statistical skill, in this month's review of the trade outlook, continues to be optimistic and others high in mercantile affairs take similar views. Mr. Babson says in part:

RETAILERS NOT OVERSTOCKED—In the last analysis retail trade determines general business activity. The retailers are the neck of the bottle. Fully 85% of all the products of the farm, the mine, forest and factory pass through their hands to the ultimate consumer. *As long, therefore, as the retail merchants buy only as much as they can sell there is little danger of over-expansion in other fields of business. The great crises have come only when retail stocks were excessive and began to back up.* This happened in 1920 and in all other drastic declines in business history. Today, however, merchants are buying cautiously and their stocks of merchandise are not excessive.

The outlook for retail business next Fall is good. At the present time total retail trade of the country is running somewhat larger than a year ago. During the next two months some hesitation may be expected, but during the Fall, indications point to a total perhaps 10% larger than the same period last year. It now should be safe to plan on Christmas trade as large as a year ago, and before the Summer is over we may be ready to increase this estimate.

"Instead of feeling depressed because business is being temporarily held down everybody in all fields should recognize that this is the most optimistic thing that could happen. Looking ahead, therefore, we do not fear any serious backing up of goods in the hands of retailers throughout this year. The conservative policy of the retail merchants has curbed the business boom this Spring, but it will make possible a continuance of good business the latter part of the year. If the retailers and the manufacturers who sell to them had been less foresighted and had tried to continue the boom of a few months ago, then we would have expected a radical period of deflation before the end of the year."

FARM AREAS FAVORABLE—It is advisable to plan on better business in the agricultural sections during the coming year. A considerable increase in buying has taken place during the last four or five months. Unless some unforeseen catastrophe overtakes the crops this season, this improvement should continue. * * * When we remember that farmers constitute at least 30% of the total population and that, as a group, their production is of greater value than that of any other industry, it is clear why so much depends upon the agricultural situation. The way the farmers are working out of their troubles is one of the strongest arguments for reasonably good business in all sections of the country during the coming months.

TRADE BALANCE AND MONEY RATES—Many have asked if the turn in the balance of foreign trade will not cause a heavy outflow of gold and raise money rates. Our studies do not indicate such a development. Instead of looking upon the trade balance as an adverse factor, the keenest students feel that fundamentally it is favorable. For three years now gold has poured into the Federal Reserve System, swelling the reserve ratios and presenting a great temptation for credit inflation. Most of the banks, therefore, view the possibility of some exports of gold with relief rather than with alarm.

The only development which would cause trouble with the banks would be to have large quantities of gold withdrawn very suddenly. There is no danger, however, that such a movement would result from any adverse trade balance which will occur. You should remember that this is the time of year when normally the United States used to have a balance of merchandise imports.

"Rates on prime commercial paper at New York are

now about 5% to 5 1/4%, while bankers' acceptances stand about 4 1/8%. During the next two months rates will probably continue at about present levels. Some firming up may be expected in August or September, but there is nothing to suggest a pinch in bank credit. From the standpoint of both general business and the security markets this is a highly favorable situation."

Chicago Banker Predicts "Greatest Prosperity"

The greatest period of prosperity the country has ever known is coming, but whether it will set in this year or in 1924 or 1925 it is unwise to predict, Harry A. Wheeler, vice-president of the Union Trust Company of Chicago, told the twenty-sixth annual convention of the National Hardwood Lumber Association at Chicago recently. "While it is impossible to fix the date of arrival of this vast prosperity," he added, "there is a word of wisdom every business man should take to heart. Pay no heed to the croakers, the calamity howlers, the pessimists. Conduct your business with the thought firmly in mind that this prosperity is inevitable. Be prepared for it. Be so solidly established that you will have full advantage of good fortune when it knocks at your door."

Credit Men Are Told Crisis Is Past

Business depression in the United States is safely passed and excellent conditions will be enjoyed by manufacturers, distributors and banks all over the country for many months to come, A. F. Maxwell, vice-president of the National Bank of Commerce, of New York, told the National Association of Credit Men at Atlanta recently. The prospect of boom and crash, which seemed impending up until March of this year, has been averted, he said, and in its place a good volume of business is promised all lines of industry.

Big Jump in Montgomery Ward Sales

Sales of Montgomery Ward & Company for May totaled \$10,796,431, an increase of \$4,419,355, or 69.3 per cent over the same month a year ago. For the five months ended May 31 total sales were \$52,825,016, contrasted with \$33,145,028 for the corresponding period of 1922. This represents an increase of \$19,679,988, or 59 per cent.

Tregoe Buries the Germ of Inflation

The credit situation is absolutely sound and there is justification for nothing but optimism as to the future of business, in the opinion of J. H. Tregoe, secretary-treasurer of the National Association of Credit Men, as expressed in a letter to members of that organization. He said: "Our credit situation is absolutely sound and at present there is not a single germ of inflation anywhere."

Business Failures Show Big Decrease

Another curtailment in the number of business failures in the United States was made during May, according to Bradstreet's summary. The total is the smallest reported since last September, and with that exception is the smallest in two years. The extent of the liabilities shows up even more favorably than does the total of suspensions.

Customs Receipts May Be Half Billion

Collector Elting at New York expects the customs receipts for this year to eclipse all records and 39 per cent of the imports are crude materials. The value of imports for the fiscal year ended June 30, 1922, was \$1,877,777,714. With fifteen days still to go, the figures for this fiscal year are \$2,724,736,591. The total receipts for the fiscal year in the United States probably will exceed \$550,000,000, Mr. Elting said.

Trade with Our Insular Possessions

Trade of the United States with its insular possessions in the first quarter century of our occupation totals about \$5,500,000,000 against a little more than \$500,000,000 in the twenty-five years preceding our occupation, according to the Trade Record of the National City Bank.

IMPORTANT LAW SUITS ON TARIFF AND TRADE NAMES

MORANA SUES TO RELEASE VANILLIN

Morana Incorporated on June 12 filed a suit in the Supreme Court of the District of Columbia asking for a writ of mandamus directed to Andrew W. Mellon, Secretary of the Treasury, commanding him to release certain imports of vanillin upon the payment of 45 per cent ad valorem duty and for such further relief as may be necessary. The essential features of suit hinge on the tariff section under which the duty is to be assessed. These allegations are made:

Petitioner some time prior to April 4, 1923, purchased in Paris, France, two cases of raw and perfumery material known as vanillin and caused the same to be shipped to the United States through the port of New York; that upon arrival of the steamship *Majestic* on which said material was shipped, petitioner caused to be filled out and presented to the agent acting for the Secretary of Treasury, all of the papers required by law to be executed and presented in order to procure an entry of the said importation, among which were the summary of entered value, examination and appraisement, extract from bill of lading and consumption entry, the latter being duly executed and signed by petitioner (consumption entry permit), the said case being known on the records of the said Secretary as No. 879715. Petitioner further says that it complied in all respects with all of the provisions of the law, for the purpose of procuring the entry of the said importation and made demand upon the said defendant that he accept the entry in accordance with the law in such case made and provided.

Petitioner further says that under the Tariff Law of 1922, paragraph 61, it is provided, among other things, that there shall be paid a duty of 45 per cent ad valorem on vanillin imported, provided such material is not marketable as perfumery, cosmetics or toilet preparations and does not contain more than 10 per cent of alcohol; that the said vanillin is not marketable as perfumery, cosmetics or toilet preparation and contains no alcohol.

Petitioner further says that notwithstanding the fact that it has complied in all respects with the law and legal regulations of the Treasury Department for the purpose of procuring the entry of the said importation, yet the defendant has wrongfully and without warrant of law or authority refused to grant and permit such entry, arbitrarily and without authority taking the position that the entry would be refused unless entry was made under paragraph 28 of the Tariff Law of 1922 which provides for the duty of 7 cents per pound and 60 per cent ad valorem based on the American selling price of similar commodities which is in direct contradiction of the terms of the said Tariff Law of 1922.

Boutay's Sale of Coty Scented Compacts Enjoined

Judge Julian W. Mack in the United States District Court for the Southern District of New York decided June 19 in the case of *Coty vs. Boutay's Inc.* that the sale of Boutay compacts should be enjoined. The court held that the compacts came within the decision of *Coty v. Prestonettes* in that the defendants tried making a compact from their own powder and marked it as being scented with Coty's L'Origan which the court held was prohibited by the ruling in the Prestonettes case.

Houbigant Wins Suit Against Baum

Judge Francis A. Winslow in the United States District Court for the Southern District of New York enjoined the Elvin Import Co. in the case of *Houbigant, Inc., v. Baum* from marking independently manufactured lipsticks as being perfumed with Houbigant's perfume. This is in line with the ruling of the same court in the Prestonettes case.

SAPOLO DEFEATS SOAPOLIN IN NAME SUIT

The Court of Appeals of the District of Columbia has handed down the following decision in the suit of Enoch Morgan's Sons Company v. The Sanitary Products Company:

"This is an appeal from a decision of the Commissioner of Patents in a trade-mark opposition case, dismissing the opposition and sustaining the right of the applicant, appellee here, to register the word 'Soapolin,' used in applicant's business since April of 1917 as a trade-mark for liquid soap.

"The opposer, appellant here, and its predecessors in business have used the word 'Sapolio' for almost half a century as a trade-mark for a detergent, cleansing and scouring compound, in other words, a scouring soap for household purposes, and for many years it also has manufactured and sold under this mark a toilet soap called 'Hand Sapolio.' The business of the opposer has been very extensive and the mark is well known throughout the United States and in many foreign countries.

"[1, 2] We are clearly of the opinion that the goods to which these marks are applied are of the same descriptive properties, within the meaning of the Trade-Mark Act, (*Anglo-American Incand. I. Co. v. General E. Co.*, 43 App. D. C., 385; 215 O. G., 325.) To be sure, there are certain differences in the two products, but the points of similarity are more important in a case of this kind. The product of each party is soap, and we are convinced that the contemporaneous use of the two marks would be likely to cause confusion or mistake in the mind of the public or to deceive purchasers. The marks look and sound alike, and there was no apparent reason for such a simulation by the applicant.

"The decision is reversed. Reversed."

TRADE-MARK "L'ORIGAN" COTY'S EXCLUSIVE PROPERTY

On June 18 the Circuit Court of Appeals rendered its decision in the case of *Coty v. Le Blume Import Co. and Le Blume Import Co. v. Coty*, wherein the validity of the L'Origan trade mark was again adjudicated. The court held in an opinion written by Judge Rogers that "L'Origan" was a valid and registered trade-mark and is now the exclusive property of Coty in the United States. It thus affirmed the decision of Judge Learned Hand of the United States District Court in which the Le Blume Import Co. was enjoined from selling any perfume under the name of "Origan" or "L'Origan" which was not Coty's product.

The opinion of Judge Rogers says in part:

"The testimony in the record, however, satisfies us that in this country the trade and the general public consider that 'L'Origan' means the perfume made by Coty. It signifies a single perfume, coming from a single source and well known to the perfume consuming portion of the community. It is not necessary that 'L'Origan' should be known to the whole perfume consuming public as Coty's product in order to entitle his trade-mark to protection. A great market in the United States has been created for that product, and to most persons in this country who buy perfumes 'L'Origan' means Coty's product and it meant that at the time of the registration of the trade-mark."

There was a dissenting opinion by Judge Manton. Mock & Blum, New York, were the attorneys for Coty.

Coty Wins Against "Ernest Coty" Importers

The United States Treasury Department on an appeal at Washington, D. C., May 18, ruled that no goods marked "Ernest Coty" could pass through the Custom House unless there also appears on the label "Not connected with the original Coty." In a suit by Coty, Inc., against an importer of lipsticks, *Parfums de Grand Luxine* and *Walter Coble*, president, Judge F. A. Winslow of the United States District Court for the Southern District of New York ruled that these preparations cannot be sold in the United States unless "Not connected with the original Coty" be placed immediately after the name of Ernest Coty. The Treasury Department followed this decision in making its ruling.

ACTIVITIES OF ASSOCIATIONS, SOCIETIES AND CLUBS

AMERICAN CHEMICAL SOCIETY

The officers and committees in charge of the arrangements for the Autumn meeting of the American Chemical Society, to be held in Milwaukee, September 10 to 15, have been announced as follows: Manager, T. H. Cochran, consulting chemist; secretary, C. R. McKee, U. S. Glue Co.; treasurer, Edgar J. Hughes, vice-president of the First Wisconsin National Bank.

Committee chairmen: Finance, F. E. Layman; reception and registration, Clare H. Hall; sub-chairman reception, H. G. Lima; sub-chairman registration, Paul R. Croll; program, C. A. Nash; entertainment, Ben L. Salomon; ladies entertainment, Mrs. Clare H. Hall; publicity, Wm. H. Kloppenberg; hotel, Henry B. Merrill; excursion and transportation, F. L. Theuer; convention supplies, Harry B. Knowlton, Central Continuation School.

Corporations Members of American Chemical Society

Among the members of the American Chemical Society, according to a recent list, are these corporations:

Antiseptol Liquid Soap Co.
Bush & Co., Inc., W. J.
Colgate & Co.
Commercial Solvents Corp.
Commonwealth Chem. Corp.
Fels & Co.
Globe Soap Co.
Heyden Chemical Works
Kirbale Glass Co.
Kirk & Co., James S.
Lever Brothers
Lilly & Co., Eli
Los Angeles Soap Co.
Mallinckrodt Chem. Works
Merck & Co.
Merrell Co., William S.
Morris & Co.
National Aniline & Chem. Co.

Niagara Alkali Co.
Norwich Pharmacal Co.
Parke, Davis & Co.
Pfaunder Co., The
Procter & Gamble Co.
Reading Extract Co., Inc.
Rhodia Chemical Co.
Rome Soap Mfg. Co.
Royal Crown Soaps, Ltd.
Semet-Solvay Co.
Solvay Process Co.
Sowers Mfg. Co.
Stanley Co., John T.
Swift & Co.
Walke & Co., William
Whitall Tatum Co.
Will Corporation, The
Will & Baumer Co.

American Oil Chemists' Society Meet

The fourteenth annual convention of the American Oil Chemists' Society, held recently at Hot Springs, called together a numerous array of leaders in the technology and chemistry of fats and oils. L. M. Tolman, the retiring president, delivered an interesting address on the progress made by the profession, and there were several instructive papers, one by George S. Jamieson, of the United States Bureau of Chemistry, being on his laboratory investigations of the free fatty acids in cottonseed oil.

These officers were elected: H. B. Battle, Montgomery, Ala.; president; H. J. Morrison, Procter & Gamble, Ivorydale, Ohio, vice-president; P. P. Hinterlang, International Refining Co., San Antonio, Tex., second vice-president; J. R. May, Jr., Barrow-Agee Laboratories, Shreveport, La., third vice-president; Thomas B. Caldwell, Law & Co., Wilmington, N. C., secretary-treasurer; Herbert S. Bailey, Southern Cotton Oil Co., Savannah, Ga., editor, and A. W. Putland, Portsmouth Cotton Oil Refining Corporation, Portsmouth, Va., assistant editor.

New Container Association Organized

National Container Association, with headquarters in the Transportation Building, 608 South Dearborn street, Chicago, has been organized. It will work in co-operation with the Container Club and the National Association of Corrugated & Fiber Box Manufacturers to prevent duplication in research and other work. The officers are: President, F. J. Kress, F. J. Kress Box Co., Pittsburgh; vice-president, John L. Barchard, Hummel & Downing Co., Milwaukee; general manager, George R. Browder of Chicago; secretary-treasurer, B. C. Tamlin of Chicago; executive committee, F. J. Kress, John L. Barchard, J. P. Brunt, James B. Fenton, George Gair, C. W. Gaylord, W. S. Goodwillie, Irving Hill, and Samuel Samuels.

PIERCE HEADS PROPRIETARY ASSOCIATION

The forty-first annual meeting of the Proprietary Association was held May 22 and 23 in the Pennsylvania Hotel, this city, with an attendance of about two hundred. During the year 112 new preparations were examined and eight new members were admitted. Reports of committees and papers on timely subjects were read.

Frank A. Blair, president of the organization for several years, refused to consider re-election on account of the press of his new duties as general manager of Household Products, Inc., this city. Dr. V. Mott Pierce, president of the World's Dispensary Medical Association, Buffalo, was elected to succeed Mr. Blair, who, however, remained on the Executive Committee. Other officers were elected as follows: First vice-president, E. K. Hyde, Mentholatum Co., this city; second vice-president, James A. Howe, A. H. Lewis Medicine Co., St. Louis; secretary-treasurer, Charles P. Tyrell, Syracuse Medicine Co., Syracuse, N. Y.; Executive Committee, R. R. Land, Dr. Kilmer Co., Binghamton, N. Y.; Frank A. Blair, Household Products, Inc., this city; Carl J. Balliett, Vick Chemical Co., Greensboro, N. C., and J. A. Mitchell, Wright's Indian Vegetable Pill Co., this city. E. F. Kemp, Chicago, was reappointed general representative of the association, and Harry B. Thompson, Washington, was reappointed general counsel.

National Association of Manufacturers

The National Manufacturers' Association at its recent annual meeting in this city heard the following report on the outlook for the drugs, oils and allied industries:

"Ninety-five per cent. report present trade excellent to fair and fall prospects excellent to fair. Ninety-four per cent. report business as better than last year and stocks on hand are normal or low in 88 per cent. Employment has increased in 93 per cent. of the factories, while there is a labor shortage felt by 66 per cent. Wages have been increased in 75 per cent. of the cases, while almost the same percentage report a production increase of about 37 per cent. Sales quantities have increased about 20 per cent. in 70 per cent. of the reporting factories, while their values have increased on the average of 14 per cent. No strikes reported."

These officers were re-elected: President, John E. Edger-ton; treasurer, Henry Abbott; secretary, George S. Bou-dinot. Vice-presidents were elected as follows: Thomas S. Tuley, Louisville Cotton Mills, Louisville; M. F. Finck, Murray Iron Works Co., Burlington, Iowa; J. J. Holloway, Wheeling Steel Corporation, Wheeling, W. Va.; J. P. McGoldrick, McGoldrick Lumber Company, Spokane; F. C. Knapp, Peninsula Lumber Co., Portland, Oregon.

Committeemen for the N. W. D. A. Named

Among the appointments of committee chairmen made by Frank E. Bogart, president of the National Wholesale Druggists' Association, for 1923, are these: Drug Market, F. J. McDonough, McKesson & Robbins, this city; Fire Insurance, Carl F. G. Meyer, St. Louis, Mo.; Legislation, C. Mahlon Kline, Philadelphia; Local Associations, H. D. Faxon, Kansas City, Mo.; Trade-Marks, William McKinney, Walter Janvier, Inc., New York; Transportation, W. G. Gibson, Buffalo, N. Y.; Proprietary Goods, G. B. Moxley, Indianapolis, Ind. He also has named the following delegates: To National Drug Trade Conference, C. Mahlon Kline, Philadelphia; Chas. W. Whittlesy, New Haven; A. H. Van Gorder, Cleveland; Alternates, W. L. Crounse, Washington; F. E. Holliday, New York; G. Frank Bailey, Baltimore, Md.

American Drug Manufacturers Association

At a recent meeting of the Executive Committee of the American Drug Manufacturers Association Carson P. Frailey, of Philadelphia, was elected secretary of the association to succeed A. Homer Smith, who recently resigned to affiliate with Sharp & Dohme, chemists, Baltimore. After serving several years in the retail drug business Mr.

Frailey became associated with Armour & Co. in 1912 as representative of the pepsin department in Washington, D. C. He entered the service of H. K. Mulford Co. in 1914 as representative in Washington, D. C., and in 1920 became a sales manager with headquarters at Philadelphia, where he remained until he assumed his present duties.

Hooker Heads Manufacturing Chemists

Manufacturing Chemists' Association met in June at the Whitehall Club, New York, and elected officers for the year. Elon H. Hooker was chosen president, C. William Miller and M. C. Whitaker, vice-presidents; S. W. Wilder, treasurer, and John I. Tierney, secretary. New members of the executive committee are Henry Howard, Adolph G. Rosengarten, Lancaster Morgan, H. H. Dow, Robert T. Baldwin, W. H. Bower and Charles L. Reese.

New York Allies Take a Summer Recess

Perfumery, Soap and Allied Industries of New York held its last meeting of the season at the Hotel Astor on the evening of May 28, when about thirty members gathered in the Art Room for the usual monthly dinner. There were no speeches, and after a professional entertainment the members entertained themselves. The next meeting of the association will be held in September.

Commerce Chamber for Dry Law Changes

New York State Chamber of Commerce on June 7 on a test vote of 88 to 38 declared in favor of a revision of the Volstead Act "on a more reasonable, fair, just and practicable basis." On a technicality final approval was put over until the next meeting.

Merchants' Association Hears of Arbitration

Arbitration of trade disputes was discussed by Charles L. Bernheimer, of the New York Chamber of Commerce, and J. H. Tregoe, of the National Association of Credit Men at a recent meeting of the New York Merchants' Association. The speakers strongly indorsed the Sterling bill, which proposes to make enforceable any agreements for arbitration of disputes arising out of contracts, in as far as they relate to the buying and selling of merchandise. There was a difference of opinion expressed as to the advisability of including other transactions, such as insurance, bills of lading, building and surety bonds, but the general principle was affirmed.

American Spice Trade Association

Announcement is made that E. H. Christy has been made permanent secretary of the American Spice Trade Association. The election of officers was printed in our last issue. Since then William T. West, president of the A. Colburn Company of Philadelphia, has been elected a member of the board to fill the vacancy caused by the resignation of R. M. Littlejohn. The arbitration committee has elected John J. McNamara, of Jones Bros. Tea Co., Inc., chairman of the committee for the coming year.

Preparing for A. Ph. A. Asheville Meeting

Officers of the scientific section of the American Pharmaceutical Association have asked members who are to present papers at the Asheville meeting of September 4 to have their subjects in the hands of the section secretary, J. P. Snyder, Norwich Pharmacal Co., Norwich, N. Y., not later than July 15. This action was taken to assure a complete program.

Chemical Salesmen's Outing on June 23

A. J. Binder, chairman of the entertainment committee of the Salesmen's Association of the American Chemical Industry, announces that the annual chicken-lobster dinner and games will be held at Pleasure Bay, N. J., on Saturday, June 23. An invitation is extended to members of the trade not affiliated with the association and a large attendance is expected. The party will leave New York at 10:30 A. M., by boat, from West 42nd street, but members located in the downtown section may board the steamer at the foot of Cedar street.

WITH THE COLLEGES OF PHARMACY

Dr. H. H. Rusby, dean of Columbia University College of Pharmacy, has made an announcement outlining the building plans of the institution, which for some time has faced the urgent necessity of greatly enlarging its facilities. The building now occupied, 115-119 West 68th street, which was especially constructed for the college, has been inadequate for the last two years, since when it has been necessary to turn away hundreds of applicants for tuition. Something like \$250,000 will be required to carry out the expansion plans of the trustees, who soon will make an announcement of the details. The work of raising the needed funds already is in progress and will be prosecuted diligently. Some \$50,000 has been subscribed by generous friends and the undergraduates have contributed \$28,000, to which the members of the faculty have added \$3,000. Much larger and more numerous sums are sought and perfumers, pharmaceutical manufacturers and allied trades are urged to contribute. Subscriptions can be sent through THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, or to Dr. Rusby direct, and will be properly acknowledged, or not, as the donors may desire.

Philadelphia College of Pharmacy and Science held its one hundredth annual commencement on June 5, with appropriate exercises. The degrees and diplomas were awarded to 265 persons, from many states and countries, including Syria, Greece, China, Japan and Russia.

MACHINE-MADE LEMON OIL SURVEYED

Chemical Abstracts contains a very interesting summary of a discussion on machine-made lemon oil which appeared recently in a symposium on the subject. It follows:

I. W. G. UNGERER. *Perfumery & Essential Oil Record* 14, 3-5 (1923).—Ungerer reviews the method in common practice in and about Messina which influences the production, quality and price of the Italian lemon oil. He clearly favors the "sponge" method of Sicily and emphasizes the apparent fact that chemical analysis is of but little assistance in indicating the influence of the various factors affecting quality. This being so, the buyer must fall back on his experiences as an aromatist. Ungerer defines the desired product as "a carefully selected virgin oil manufactured from perfectly sound ripe fruit without any admixture of any sort for any purpose, and possessing the full fresh bouquet of well matured fruit."

II. A. C. SUTTON. *Ibid* 5-6.—Sutton takes decided issue with certain of Ungerer's views relative to the essentials requisite for the production of a high-grade oil. He favors the machine-made product as obtained in California in the form of "a perfectly clear, brilliant, and highly colored oil ready for filling off into actual shipping containers within 16 minutes from the time the fruit enters the apparatus." Sutton agrees with Ungerer that chemical analyses are of little value in evaluating the commodity, likewise with Ungerer's specification for a lemon oil.

III. F. J. BAKER. *Ibid* 6-7.—Issue is taken with Sutton's statements. On the basis of some eight years' experience in the Messina district, it is asserted that there is not a machine in existence that produces a lemon oil equivalent to a sponge oil. It is claimed that the oil (machine-made) being in a fine state of division in the juice, loses something, and part of that something is citral, besides other essential ingredients. At the same time something is taken out of the juice that ought to remain. Part of that is wax or resin from the skins and coloring matter. The flavor, or the bouquet, of the machine oil is not that of ripe mature lemons, but of over-ripe fruit, and therein lies a vast difference. Ungerer's description of lemon oil is endorsed. Herein all three authors agree.

News Permeates Every Page.

The text pages of THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW do not contain all of the news. You must read the advertising pages also to get the full benefit.



FLAVORING EXTRACT MANUFACTURERS TO HOLD BIG MEETING JUNE 27-29

Everything is ready for the fourteenth annual convention of the Flavoring Extract Manufacturers' Association of the United States at Cincinnati, June 27, 28 and 29. Gordon M. Day, president, has visited Cincinnati and conferred with the extremely able local committee of arrangements, which is headed by Robert E. Heekin, former president of the association, and his aides, Jacob Frank, Clarence M. Mills, Charles L. Newton, Ralph Bloom, A. M. Hoffheimer, J. P. Roosa, William Rippey, George A. Dieterle and Charles Drum. Members are expected to make special efforts to attend, for the convention will discuss matters of importance to them and a fine program has been arranged. The ladies will be cordially greeted and firms in the industry not now members will be welcomed. For the latter this will be a fine opportunity to join the association and get in the organization swim under advantageous circumstances. The entertainment features are ample and are set forth in the program.

Preliminary to the convention, the Executive Committee will meet in the Sinton Hotel at 8 o'clock on the evening of June 26. Next morning events proceed as follows:

Wednesday, June 27, 1923

9.30 A. M.—Convention Called to Order by President, Gordon M. Day, Milwaukee, Wis.
Hearty Welcome to Cincinnati, W. C. Culkins, Executive Vice-president, Cincinnati Chamber of Commerce.
Response, F. S. Rogers, Middletown, N. Y.

Roll Call

Reading Minutes Last Annual Meeting.
Appointment of Resolutions Committee.
Appointment of Auditing Committee.
Appointment of Nominating Committee.
Report of Convention Committee.

Reports of Officers:

President.....Gordon M. Day
Secretary.....W. W. Laudenslager
Executive Secretary.....T. J. Hickey
Treasurer.....F. L. Beggs
Address—"A Message from Herbert Hoover." It will be illustrated with lantern slides and will deal with the simplification of packages. Arthur E. Foote, U. S. Department of Commerce, Washington, D. C.

Address—"Vanilla Beans, Present High Prices and Future Prospects."Russell R. Sloan, New York City
Discussion—"Furnishing Automobiles for Salesmen." W. M. McCormick, Leader, Baltimore

Discussion—"Higher Quality Will Increase Consumption." Edw. P. Price, Leader, Chicago

Adjournment

All members will meet at the Auto Caravan, 3.30 P. M., 3rd and Walnut Streets.....Ralph Bloom, Chairman
Old Kentucky Burgoo and Barbecue Dinner at Cody's Farm on Dixie Highway.....C. L. Newton, Chairman

Thursday, June 28

9.30 A. M.—Annual Reports of Committees:
Legislative.....R. H. Bond, Chairman
Scientific Research.....F. L. Beggs, Chairman
Publicity.....F. S. Rogers, Chairman
Trade Interests.....F. S. Muchmore, Chairman
Transportation.....D. T. Gunnings, Chairman
Insurance.....C. W. Jennings, Chairman
How to Increase Sales.....T. W. Carman, Chairman
Membership.....R. E. Heekin, Chairman
Report of National Councilor.....S. J. Sherer, Councilor
Report of Vigilance Committee

W. W. Laudenslager, Chairman

Report of Cost Committee.....T. W. Carman, Chairman
"Do You Know What Your Goods Cost?"

Leslie K. Talmadge, Springfield, Mass.

Discussion.....John L. Clawson, Leader
Address—Dr. James M. Doran, Prohibition Unit, Washington, D. C.

Address—"Flavoring Extracts in the Wholesale Grocery Trade." J. W. Herscher, President, National Wholesale Grocers' Association.

Discussion.....C. F. Sauer, Leader
Adjournment.

Meet Auto Caravan 5 P. M., 3rd and Walnut streets, Ralph Bloom, Chairman; take delightful tour through the beautiful suburbs and boulevards of Cincinnati to Losantiville Country Club.

Annual Banquet:
Losantiville Country Club—7 P. M. Jacob Frank, Chairman

Friday, June 29

Executive Session for Active Members Only.

Unfinished Business.
New Business.
Report of Resolutions Committee.
Report of Auditing Committee.
Report of Nominating Committee.
Election of Officers.

Adjournment.

Handicap Golf Tournament, 2.00 P. M., Losantiville Country Club. Everyone invited to enter. Hand your entrance coupon to Mr. Jacob Frank. If you do not play golf you are welcome at the Latonia Races. *Important*—All members should plan to stay over until Saturday afternoon, June 30, to see the famous \$50,000 Kentucky Derby at Latonia Race Track.

As will be observed, only one business session each day is provided, as it has been found that this arrangement affords ample time for transacting business, hearing papers and discussing trade problems, while it provides an interval for luncheon and rest before the daily entertainment features are taken up.

Executive Secretary Hickey, in Circular 145, outlines the the convention arrangements and declares no member can afford to miss it. He says, in part:

"We have been doing a world of work. Come and hear

about it! And help us work out plans for further work."

Circular 145 also calls attention to the necessity of complying promptly with the request for samples of containers, which was the subject of Circular 143.

Eastern members are planning to leave for Cincinnati on a special Pullman compartment car attached to the Pennsylvania flyer, June 26, leaving New York at 4:05 P. M., Manhattan Transfer at 4:23 and North Philadelphia at 5:50, arriving at Cincinnati next morning at 9:10 o'clock.

SODA WATER FLAVORS MANUFACTURERS

Harry Whittle, of Philadelphia, president, and Thomas J. Hickey, of Chicago, secretary and attorney, together with the legislative committee of the National Association of Manufacturers of Soda Water Flavors, have kept up their activities in taking care of the interests of the association and its members. Secretary Hickey has collected information about the bills pending in the legislatures and other subjects, and has transmitted the same to the members.

One objectionable bill is Texas House 24, by Mr. Perdue, which places a tax of 3 per cent upon the gross receipts from cold drink stands. Section 4 defines a cold drink stand as a place "where drinks are dispensed by the use of what is commonly known as a soda fountain, also Coca Cola and habit-forming drinks." Another Texas bill imposes license taxes running from \$15 to \$100 a year on dealers and dispensers of soft drinks.

CANADA ENFORCES FLAVORS LAW

From Ottawa comes the news that no stores other than qualified druggists are allowed to sell essence of ginger, and Canadian merchants are being warned by Government inspectors that to save themselves a fine of from \$50 to \$200 they must follow instructions carefully.

All flavoring extracts, including essence of peppermint, can be sold in bottles containing two and one-half ounces or less, and records of all sales must be kept in accordance with the requirement of the act.

The regulations regarding the sale of flavoring extracts, which are contained in the Ontario Temperance Act, are as follows:

123a (1) Notwithstanding anything contained in Section 125 of the Ontario Temperance Act no essence or tincture either of ginger or lemon or no compound or preparation commonly known or described as a flavoring extract or essence containing alcohol shall be sold except in bottles containing no more than two and one-half ounces, and a record of the sales of the same shall be kept by the manufacturer, merchant, druggist or other person who sells the same in a book provided for that purpose, which shall show the name and address of each person to whom such article is sold, and the date of sale and the quantity sold, and this record shall be open to the inspection of any licensed inspector or any officer authorized by the board to make such inspection and a true copy thereof under oath shall be supplied to the board forthwith on demand by the proprietor of the business upon whose premises any such sale was made. Provided, however, that nothing in this section contained shall prevent the sale of any such essence, tincture or flavoring extract in a larger quantity than two and one-half ounces to a druggist or a manufacturer of confectionery or other similar commodity or to a person in any trade or business in which any such article is commonly used for legitimate purposes, but all such sales shall be recorded in a book as above mentioned by the person selling the same. Any violation of this section shall be an offence against this Act and the person committing the offence shall upon conviction incur the penalties provided by Section 59.

(2) No pedlar or transient trader in Ontario shall sell or dispose of any tincture, essence or extract mentioned in the preceding subsection, and any person violating this subsection shall incur the penalty provided by Section 59.

PURE FOOD AND DRUG NOTES

In this department will be found matters of interest contained in FEDERAL AND STATE official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, soaps, etc. It is advisable also to look at our WASHINGTON CORRESPONDENCE, SOAP SECTION and other departments for further information.

Notices of Judgment Given Under Pure Food and Drugs Act by the Secretary of Agriculture

Among the Notices of Judgment given under the Federal Food and Drugs Act, Nos. 11,201 to 11,300, inclusive, sent out recently by the Bureau of Chemistry, Washington, D. C., the following are of interest to our readers:

11,299. Misbranding of lemon extract and vanilla extract. U. S. vs. 23 cases, et al. Decrees for the Government. Products released under bond of \$500 and costs. The marking of the contents was held to be false and misleading.

Olive oil misbranding and adulteration seizes resulted in these fines in three different cases: \$75, \$50, \$25.

Spanish Olive Oil Estimate for 1922-23

According to a cable from Commercial Attaché Charles S. Cunningham, Madrid, Spain, the official estimate of olive oil production for the season 1922-23 is 2,892,000 metric quintals; 1,613,000 hectares planted producing 15,400,000 metric quintals of olives. The present production of oil exceeds last year by approximately 130,000 metric quintals, and the olive production is in excess of last year by 165,000.

Italian Olive Oil Production Estimated

According to a cable received by the Department of Commerce from Alfred P. Dennis, Special Representative of the Department, at Vienna, Austria, the official estimate for olive oil production in Italy is 175,000 metric tons, 1922, as compared with 160,000 metric tons for 1921. The cheap and plentiful supplies of olive oil are affecting the trade with other American vegetable oils and lard unfavorably.

Drop in Flavoring Extract Exports

Exports of flavoring extracts and fruit juices for the ten months ending May 1, 1923, were valued at \$524,298, as against \$609,059 in the period corresponding in 1922, a decrease of \$84,761, according to Government statistics.

April exports were \$50,993, a decrease from a year ago of about \$16,000. For March, \$57,106, a loss of \$11,000; for February, \$35,794, a decline of \$200; for January, \$56,533, a drop of \$19,000.

Imports of Vanilla Beans Growing Steadily

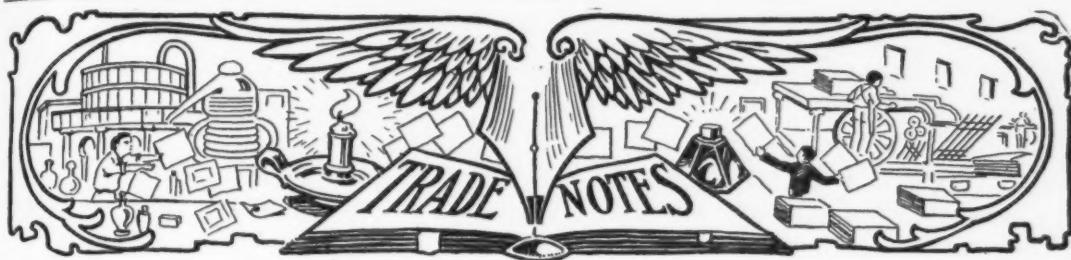
While the imports of vanilla beans for the month of February, the latest official statistics available, show a falling off, the figures covering a larger period exhibit general gains. For the eight months ending February 28 the returns were: 1923, \$1,485,321; 1922, \$1,237,855; an increase of \$247,466. The first two months of this year show a gain of \$92,954, despite February's drop. The details: In January, 1922, \$132,218; 1923, \$259,081. In February, 1922, \$181,808; 1923, \$147,899.

Bottling Machinery Wanted in Brazil

Inquiries have been received at the American consulate at Pernambuco regarding machinery for the bottling of fruit juices by the vacuum process; also machinery suitable for use in factories devoted to the preservation of small fruits and the making of jam and jellies. Companies interested may address catalogues and other descriptive matter to American Consul, Pernambuco, Brazil.

Bottlers' Convention Plans Are Forming

Plans are being made for the 1923 convention of the American Bottlers of Carbonated Beverages to be held in Providence, R. I., October 17 to 19. An exposition also will be held during the period October 15 to 19.



Among the passengers on the Holland-America liner *Veendam*, sailing from New York on June 9, was Arnold L. Van Ameringen, head of the American firm bearing his name. Mr. Van Ameringen expects to stay abroad for about two months, during which time he will make an extensive study of market conditions in France, Germany, Holland and Switzerland. He also expects to complete additional buying contacts which will be of interest to American perfumers.

Friends of Joseph Baird Magnus, treasurer of Magnus, Mabee & Reynard, Inc., essential oils, New York City, will be pleased to learn of his marriage to Miss Norma Inez Werner, daughter of Mr. and Mrs. Luther M. Werner of Greenwich, Conn., on June 9 in Christ Episcopal Church, Greenwich. The ceremony was performed by Rev. Frank M. Townley, assisted by Rev. Mr. Thompson.

Mrs. Reginald B. Hiscoe was matron of honor and Miss Lillie Meurer was maid of honor. The bridesmaids were Misses Charlotte Demorest, Helen Simon, Helen Harren, Katherine Magnus, Louise Goetz, Alice Reimecke, Elizabeth Magnus and Mildred Hegeman.

Robert B. Magnus, brother of the bridegroom, acted as best man, and the ushers

JOSEPH BAIRD MAGNUS

were Percy C. Magnus, Reginald Foster, Eugene Britton, Walter S. Benedict, Jr., Lawrence Lloyd, Charles Werner, Charles Ahrents, Ralph Ludlum, Reginald Hiscoe and Percy C. Burnham.

Following the ceremony there was a reception at the home of the bride, Charnorwill, Greenwich, after which Mr. and Mrs. Magnus left on their honeymoon, which includes a trip to Hot Springs and Staunton, Va., Washington, D. C., and points of interest en route. On their return they will spend the summer at Charnorwill. Among the many gifts was a beautiful Egyptian table lamp sent by the business associates of the bridegroom.

Mr. Magnus is the son of Mrs. Magnus and the late Percy Cecil Magnus and is a grandson of General Lucius J. Gartell, of Atlanta, Ga. He was graduated from the Staunton Military Academy in 1914 and served as a naval aviator during the war. Since completing his education, Mr. Magnus has been affiliated with Magnus, Mabee & Reynard, Inc., as treasurer. He is well known in the trade and is a member of the Drug and Chemical Club, the Druachem Club and the Lawrence C. Lovell Post of the American Legion.

Carl Eduard Grumme, of the firm of A. B. Grumme & Son, soaps, toilet preparations and perfumery, Stockholm, Sweden, who has been visiting in this country for six weeks, sails for home June 23 on the *Majestic*. The Swedish firm has a branch, Stomatol Co., in Chicago, where Mr. Grumme spent considerable time. He goes home with a pleasant appreciation of his reception here in trade and other circles.

Mr. and Mrs. E. M. Laning sailed on the *Chicago* on June 2 for a two months' visit to France, Switzerland and Holland. Mr. Laning is president of E. M. Laning Co., Inc., New York City, and his company represents in the United States the firm of H. Euziere & Co., Grasse, France, manufacturers of absolute flower oils, liquid and solid concretes, pomades, essential oils and resinoids, and the Société des Produits de Synthèse "Sopros," Mantes-sur-Seine (S. & O.), France, manufacturers of synthetics and aromatic chemicals.

Our readers will recall that Mr. Laning was the winner of the first prize in the perfume contest conducted by us in 1919 for a large manufacturer of toilet goods, and he won the valuable prize for the best-liked odor for toilet preparations. This is Mr. Laning's first trip to Europe and he looks forward with keen pleasure to the interest as well as the value of it.

A prize contest for a new bouquet odor for face powder is announced on advertising page 67 of this issue by a very substantial manufacturer of toilet preparations who has deposited a certified check for \$250 with us to be awarded to the successful contestant. The conditions of the contest, which is open to all, are fully set forth in the announcement. The result of the contest will be announced in our August issue.

Frank McDonough, of McKesson & Robbins, New York City, sailed for Europe on Tuesday, June 12, aboard the *Aquitania*, of the Cunard line.



Burton T. Bush, president of Antoine Chiris Co., New York, returned to this country on the *Olympic*, May 26, after a trip combining business and recreation.

Pierre S. Cunisset, vice-president of the company and in charge of the Paris office, sailed for France on the *Paris* June 6 after a four months' stay here.

The semi-annual sales convention of the company was held at the office, 153 Waverly Place, June 18, 19 and 20. There were thirty of the selling staff at the meeting, some coming from Cuba, California, Canada, etc. The lighter side of the convention was marked by a banquet on Tuesday, June 18 at the Brevoort Hotel. George F. Hurd, of the law firm of Greene & Hurd, gave an address on "Power in the Hands of Salesmen." Wednesday, June 19, was spent at the home of Mr. and Mrs. Burton T. Bush at Essex Fells, N. J., where after an automobile ride a buffet supper was served.

Mr. and Mrs. Ferdinand Buedingen, Rochester, N. Y., were recent visitors to New York. Mr. Buedingen called on the perfumery trade with his son, W. John Buedingen, who is manager of the New York office, in the interest of his firm, Ferdinand Buedingen Co., Inc., makers of paper boxes.

The initial advertisement of A. Boake, Roberts & Co., Ltd., Carpenters road, Stratford, London, E. 15, England, appears on page 67b of this issue. This well-known English house has been in existence nearly fifty years and received medals for their products in the international expositions held at Paris, Bordeaux, London, Melbourne, Amsterdam and St. Louis in 1904, where a grand prize, two gold medals and one silver medal were awarded. In their advertisement they offer the "Abrac" line of synthetics and isolates, and they advise that they are desirous of receiving applications for American representation of their house from efficient raw material firms who are well placed in this country to handle a line of this kind.

Miss Mary R. Cass, general manager of the F. N. Burt Co., Ltd., Buffalo, N. Y., has returned from her six weeks' trip to Europe and reports having had a most delightful time while abroad. There was a warm welcome awaiting her when she entered the Burt plant on her return.

J. J. O'Brien has been appointed as the representative of Delphi Products, Inc., New York, for the Western Central States, with an office in Chicago at 572 West Randolph street. His telephone number is Main 4762.

François Amic, of Roure-Bertrand Fils, Grasse, France, sailed on the liner *France* June 13 after a stay of six months in this country. He made two trips throughout the eastern part of the country with George Silver, vice-president of Roure-Bertrand Fils, Inc., New York, and was very well pleased with the prospects for continued development in the firm's already large business in this country. He carries back with him a good knowledge of American conditions and requirements in this industry.

The many friends of J. L. Hopkins, president of J. L. Hopkins & Co., of New York City, will be pleased to learn that he has completely recovered from his recent indisposition and is again presiding at his desk, daily.

Fritzsche Brothers, Inc., New York, announce the opening of a Canadian branch under the firm style of Fritzsche Brothers of Canada, Ltd., with F. E. Watermyer president, F. H. Leonhardt vice president and William A. R. Welcke, secretary and treasurer. The Canadian branch is housed at 68 Lombard street, Toronto and A. Herridge is the resident manager. George A. Ringel, who has represented the firm for over twenty years, with headquarters at Columbus, Ohio, continues to devote his energies to the Central states and to the Canadian territory, having general supervision over the firm's representation in this area, which he has developed to the degree that made the new branch house in Toronto a trade necessity. He will be ably assisted by Mr. Herridge.

G. A. Pfeiffer, president of Richard Hudnut, Inc., New York City, accompanied by C. A. Pennock, sales manager and Frederick Locke, export manager for the company, sailed on the *Berengaria* May 15 for an extended business and pleasure trip abroad. The party will return to the United States August 15.

Eimer & Amend, chemicals, New York, recently held a celebration and dinner for 26 employees who have been in their service for more than 25 years. Each of two with 50 years to their credit received a check for \$5,000. Each of the others, four being women, received gold watches. The presentations were made by August Eimer, president of the company, with the assistance of Carl G. Amend, secretary-treasurer, and grandson of one of the founders of the house. Mr. Eimer in his remarks testified feelingly to the unwavering spirit of devotion and enthusiasm which had contributed so much to the success of the establishment. The same fine comradery was shown in the responses of those who took part in this enjoyable get-together party, for friendliness and appreciation were dominant.

We have received from Bibliotheek Van Het Koloniaal Instituut, Amsterdam, Holland, a copy of "De aetherische olien leverende planten van Ned. Oost-Indië en de bereidende van haar oliën" by A. W. K. de Jong, printed in Dutch. A review of this work will be published in an early issue.

In this number we print a review of "Vanille, Vanilline, Vanille-extracten, by W. L. Uttermarck," which was sent to us through the courtesy of the Koloniaal Instituut Library.

Mr. and Mrs. Warren E. Burns have gone to the Pacific Coast on a trip that will occupy six weeks. After taking in the principal points of interest they will return by the Northwestern route through Yellowstone Park, stopping for a while to enjoy the beauties of the canyon. Mr. Burns is the treasurer of Morana Incorporated, New York.

Mr. and Mrs. Russell B. Stoddard, of New York, have gone on a vacation trip to Brookfield, Mass. Mr. Stoddard is with Ungerer & Co., the essential oil house.

Mr. and Mrs. Sidney Morse Colgate, of Orange, N. J., announce the engagement of their daughter, Miss Caroline Bayard Colgate, to Howard Canning Taylor, Jr., the son of Dr. and Mrs. Howard C. Taylor, of 32 West Fifteenth street, this city. The wedding will take place early in the Autumn. Mr. Colgate is vice-president of Colgate & Co.

News of unusual interest in the American raw material industry has come to our attention from the Belgian Trading Co., Inc., 44 Whitehall street, New York. In an interview with the Editor, Pierre Danco, general managing director of the company, and who established the business about six years ago, outlined the steps that have recently been taken, and the company's plans for the future.

The first matter of interest is the acquisition of the Essential Oil Co., Trenton, N. J. (formerly owned by the American Linseed Co., New York) which has a well equipped plant where the manufacture of terpinol has been carried on for several years. The company now has a large output of this important organic chemical and will add in the near future a considerable number of other aromatic chemical materials. The technical direction of the Essential Oil Co. will be in the hands of Paul Jeancard, president (of the Essential Oil Co.), an eminent French chemist who is well-known to our readers through the fact that he was principal owner and managing director of Jeancard Fils & Cie., Cannes, France, whose business was merged with that of Antoine Chiris, Grasse, in 1912. The directors of the Essential Oil Co. are: Paul Jeancard, president, Elie Nadal and Pierre Danco, vice-presidents; Robert Jeancard, secretary, son of Paul Jeancard; Leon A. Danco, treasurer, Gerard Danco, who both are sons of Pierre Danco, and Ernest G. Metcalfe. Elie Nadal is senior partner in the firm of Nadal, Desparmet & Co., Nanterre, France, manufacturers of synthetic perfume materials, and who are represented in the United States by the Belgian Trading Co.

The Belgian Trading Co., Inc. also represents in the United States the Société Linnerie, Nanterre, France, the control of which it shares with Nadal, Desparmet & Co. Société Linnerie is a glass making plant and is devoted to the manufacture of perfume bottles and various ceramic art specialties.

Considerable new capital has been invested in the Belgian Trading Co. and its capital stock now stands at \$200,000 and also \$195,000 debenture bonds, all of which we under-

stand has been entirely paid in. The officers are Lucian W. Jenny, president; Pierre Danco, general managing director; Leon A. Danco, vice-president; Paul Jeancard, secretary; Gerard J. Danco, treasurer; Elie Nadal, of Nadal, Desparmet & Co., Nanterre, France; E. G. Metcalfe, of the law firm of Tompkins, Metcalfe & Putsche, New York, and L. P. Lamoureux, directors, the latter being sales manager of the company and of wide experience in the American perfume field, his connections having covered the manufacture and sale of perfumery, soaps, and raw materials. The illustration is from a photo taken by the Editor on the roof of the South Ferry Building where the Belgian Trading Co. makes its headquarters.

A very important part of the business of the Belgian Trading Co. is the American representation of the Co-operatives Hortus-Neroli. These organizations grow and market all their flower products through a co-operative organization and their entire business in the United States and Canada is entrusted to the Belgian Trading Co. The growers in these co-operatives cover a large proportion of the orange flower crop and are also extensive producers of rose, jasmin, tuberose, cassie and other flowers, and their plants are located at Pegomas, Vallauris and Golfe Juan, France.

In line with the Belgian Trading Co.'s desire better to serve their patrons throughout the country they have established a Chicago agency which has been entrusted to Clarence Morgan & Co., 355 West Ontario street, Chicago, Ill., who are well known throughout that territory and have co-operated fully with their New York principals in developing the business throughout the Mid-West. A stock of natural and synthetic products is being carried in order to make prompt deliveries in response to special demands of customers. The region served from Philadelphia is in the hands of Mr. Douglas W. Stewart, 2205 Walnut street, Philadelphia, Pa., who covers Pennsylvania, New Jersey, Maryland and the surrounding territory.

We welcome our friends to the ranks of American chemical manufacturers and wish them good luck in the venture.



STANDING: L. P. LAMOUREUX, PIERRE DANCO, PAUL JEANCARD, L. A. DANCO. SEATED: G. J. DANCO, R. JEANCARD.



PLANT OF ESSENTIAL OIL CO., TRENTON, AFFILIATED WITH BELGIAN TRADING CO.

Louis Kronish has been appointed general manager of Le Marcelino Co., 104 Fifth avenue, New York, having severed his connection with Salikoff & Co., Philadelphia, Pa. He brings to his new task about ten years of experience in the toilet preparations fields, including about five years with Adolph Klar, and two and a half years in Philadelphia, chiefly with Salikoff & Co.

In addition to a large acquaintance in Philadelphia and New York he has traveled widely throughout the United States, principally in the Middle West and is quite well known in the trade. Mr. Kronish announces that Le Marcelino Co. expects to establish branches on the Pacific Coast and to have resident representatives in London, Cuba, Argentina, Venezuela, Mexico and Columbia.

The factory is at 211 West 18th street, New York, and is in charge of Osmond Constantino who has had many years' experience in the manufacture of rouge and powder compacts, lipsticks, etc. The announcement of the company appears on advertising page 79 of this issue.

The Filler Machine Co., Inc., Philadelphia, Pa., announces the removal of its New York office from 799 Broadway to 30 Church street, Room 408 E; temporary telephone, Cortlandt 1379. B. F. Adams, who has been in charge of the company's interests in this territory and who is in charge of the office, has won numerous friends by his conscientious devotion to the interests of both the company and its patrons.

V. Vivaoudou, Inc., has moved to new and larger offices at 469 Fifth avenue, New York City, directly opposite the New York Public Library, where accounting and sales departments are now consolidated with the administrative department. The new offices occupy the entire second floor and afford 10,000 square feet of space. Facing on Fifth avenue are the offices of Victor Vivaoudou, president; Ralph Aronson, vice-president and general manager; Carl L. Nelson, vice-president and sales manager; and James W. Kerbin, vice-president and purchasing agent. The offices are well appointed, largely with Circassian walnut furniture, which, with an abundance of natural light, makes them very inviting. There is also an attractive reception room and an adjoining room where the products made by the company are to be displayed. The offices of Hugh C. McBride, treasurer, are on the 40th street side of the building, while Leonard E. Lisner, auditor, and his staff are located in the rear. The arrangement of desks is such as to expedite work between the different departments.

The company still retains its factory in 25th street, where it has 50,000 square feet of space, making a total of 135,000 square feet of space for its factories and laboratories in Manhattan, Brooklyn and Canada. There are about 150 employees in the executive and accounting departments and 50 employees in the various plants in addition to about 100 salesmen in the organization interested in the products of V. Vivaoudou, Inc., and of the auxiliary lines which are sold by the company, such as the Ego line and Mineralava, made by Scotts Preparations, Inc. The new offices have been leased until 1930 and provision has been made for further expansion when that is necessary.

Louis K. Liggett, chairman of United Drug Co., sailed June 6, on the French liner *Paris* for a two-month business and pleasure trip. He will visit England, France and Switzerland. "Our business is in excellent shape. The first six months of this year were the best in all our history."

said Mr. Liggett. "I go away without a care in the world, which is quite different from what it was some time ago. We are adding stores to our English business at the rate of from 25 to 50 stores a year."

O. A. Brown, head of the New York essential oil house of O. A. Brown Co., Inc., writes from Paris that the weather was quite cold there when he arrived with his wife and their daughter, Miss Margaret Brown. Mrs. Brown and Miss Brown, who are to stay abroad six months, soon left for the warmer climate of sunny Italy. Mr. Brown adhered to his purpose of spending most of his time visiting the houses in France, England and Switzerland for which his firm holds the American representation.

Many friends in the trade will be interested in the announcement that Frank K. Woodworth, for some time recently the business manager of the old Manufacturing Perfumers' Association of the United States, now the American Manufacturers of Toilet Articles, has severed his managerial relations with the association to become the sales manager of Van Dyk & Co., Inc., manufacturers of American perfumery synthetics, 4 and 6 Platt street, New York. The addition of Mr. Woodworth to the Van Dyk staff is in line with the firm's policy of expansion and his experience previously in the manufacture of perfumery and in selling essential oils should contribute to making his visits to the trade both interesting to consumers and profitable to both the buying and selling ends. Van Dyk & Co., which was founded in 1904, since it has been under the administration of Samuel Isermann, now its president, has been taking on new strides of progress, as exemplified in its increased production facilities and the establishment of a technical service department to serve the interests of American consumers of perfumery raw materials.

Theodore K. Shipkoff, president of Shipkoff & Co., Ltd., Sofia, Bulgaria, writes us announcing his safe arrival home after a most interesting trip. Mr. Shipkoff has been identified with the otto of rose industry in the United States, his "adopted" country, for thirty-eight years. His New York office is at 219 Pearl street.

On the occasion of the recent American Wholesale Grocers' Association's convention in Washington some 500 members and their families made a trip to Baltimore by special train at the invitation of McCormick & Co. and the American Sugar Refining Company. The visitors were entertained at luncheon and inspected the plants of the two companies. R. A. McCormick, vice-president, made the address of welcome in the assembly room of his firm, where the feast was eaten.

Members of the Housewives' League were guests, June 12, at a luncheon arranged at the McCormick plant to enable them to see how condiments are made under modern conditions. Dr. F. M. Boyles, chief chemist, gave an address on "The Romance of the Spice World."

Mr. C. A. Fulle and family entrained June 24 for Seattle whence they will sail to Alaska on a three months' trip. They will join President Harding's party at Skagway, making the Alaska tour with the presidential party. Mr. Fulle is president of the White Metal Manufacturing Co., Hoboken, N. J.

Another attractive insert of the Stanley Manufacturing Co., Dayton, Ohio, appears between advertising pages 70 and 71 of this issue. The obverse side contains a typical metal seal made by the company, and on the reverse side the Stanley labeler is described and illustrated.

Ungerer & Co., New York City, essential oils and perfume materials, have extended their field of operations by opening a Canadian branch in Toronto. It will be located

at 54 Wellington street East, Toronto, and will be in charge of R. S. McIndoe. H. F. McDermott will serve under Mr. McIndoe as sales representative and will cover the important Canadian cities in the interests of Ungerer & Co. Both Mr. McIndoe and Mr. McDermott are well known to the Canadian trade.

Ample warehouse facilities are provided at the new branch and full stocks will be carried for the benefit of Ungerer's Canadian customers while direct importations from abroad will permit important savings to consumers through the avoidance of double duty charges.

In addition to their own line of essential oils Ungerer & Co. represent Hugues Aine, Grasse, France, large pro-



NEW CANADIAN BRANCH OF UNGERER & CO.

ducers of floral essences; M. Naef & Co., Geneva, Switzerland, aromatic chemicals and perfumers' specialties; Stafford Allen & Sons, London, producers of almond oils and essential oils; Botu Pappazoglou & Co., Kazanlik, Bulgaria, otto of rose; S. and G. de Pasquale, Messina, Italy, Italian essences; and several others.

Ungerer & Co. through this branch will be in a position to offer improved service to their Canadian customers.

Friends of Fred. H. Ungerer, vice-president of Ungerer & Co., New York City, will be glad to learn of the successful outcome of a very delicate operation for acute appendicitis performed June 15 on his daughter, Adele. Miss Ungerer is a student at the Knox School, Cooperstown, N. Y., and critical illness developed, necessitating a special trip by Dr. Arthur S. Armstrong, the noted New York surgeon, in company with Mr. Ungerer, to the Mary Imogene Bassard Hospital at Cooperstown, where the operation was performed. Miss Ungerer is recovering from the effects of the operation at her home in Westfield, N. J.

Edward Mallinckrodt, of St. Louis, has given \$500,000 to Harvard University for a chemical laboratory. His son was a member of the class of 1900.

H. L. Heiter, manufacturer of metal vanity cases and novelties, 200 Fifth avenue, New York City, has not only extended his office quarters and built a new addition to his factory at Newark, N. J., but he has recently purchased a 90-acre estate in the Adirondacks at Orwell. This beautiful little spot, is just two miles from Redfields, the great hunting center of the Adirondacks, famous for its deer. The estate faces a seven-mile lake which is well stocked with game fish and there are 40 acres of woods within Mr. Heiter's property, thus affording every facility for the devotee of outdoor sport. Mr. Heiter enjoys hunting and fishing and expects to devote a great deal of his leisure time to these sports, as well as to tramping through the woods and around his estate, a walk, incidentally, of two miles. There is an excellent view from the front piazza and on clear days it is possible from an elevation to see Lake Ontario which is only fifteen miles away. The railroad service is good and the host of friends of Mr. Heiter are awaiting the opportunity to match skill with him, both with the rod and with the gun.

It is now Charles A. Rindell, Inc., of Chicago, Mr. Rindell having decided to incorporate his rapidly growing business, in addition to moving his offices to Suite 505, Garrick Building, 64 West Randolph street. Telephone: Dearborn 8989. Mr. Rindell is the enterprising Middle West representative of the Addison Lithograph Company, the Metal Package Corporation of New York and the Stanley Manufacturing Company, of Dayton, Ohio.

The Schulte Retail Stores Corporation of New York City, it is understood, has acquired an option for the purchase and control of Park & Tilford, Inc., of this city, and negotiations looking toward such purchase are said to be now under way. Park & Tilford was incorporated June 1, 1906, in New York. The company operates five large stores in the City of New York and does an extensive business in its perfumes and cosmetics department. It also manufactures candy and cigars, for the latter purpose maintaining a large factory in Florida.



H. L. HEITER

P. R. Dreyer, essential oils, 109 Beekman street, New York City, accompanied by Mrs. Dreyer, will sail on the *Ryndam* June 30 for an extended pleasure and business trip on the Continent. In addition to a visit to the Naarden Chemical Works at Naarden, Holland, and to Bertrand Freres, at Grasse, France, for whom Mr. Dreyer is American representative, he expects to visit his old home in North Schleswig, Denmark. After this a pleasure tour through Holland, North Germany, Switzerland and possibly Italy will be enjoyed until the return trip is made early in September.

Dr. Samuel H. Baer, formerly president of the Flavoring Manufacturers' Association and for years president of the Blancke-Baer Extract & Preserving Co., St. Louis, sailed May 26 on the liner *Scythia* with a view to taking a long deferred vacation in Europe. While abroad he will also study the sources of supplies used by his company.

Frank J. Roosa, of the Roosa & Ratliff Chemical Co., 104 West Second street, Cincinnati, who underwent a serious operation at the Jewish Hospital, is now back at his office for part time each day and is getting along finely.

American Can Co. was represented by H. A. Baker, of Chicago, at the recent annual convention of the National Wholesale Grocers' Association in St. Louis. Mr. Baker is a chemist of wide repute and an authority on matters connected with the tin can industry and food preservation.

The company has declared a quarterly dividend of 13 $\frac{1}{4}$ per cent on the preferred stock, payable July 2 to stock of record June 13.

June 16 the employees of the Henderson Lithographing Co., Cincinnati, Ohio, held their annual picnic at Bass Island, in celebration of the completion of the new third floor of the Henderson Building. The program, in colors and fancy lettering, announced a long list of games, with plenty of prizes, a fish race for a "1958" Pierce-Arrow, whistling and pop drinking contests and a peanut race for the girls, while there were hints of good old l-g-r b-r for those who can appreciate the real goods. The dinner was described as a "real, regular, humdinger," and the foxtrotting and waltzing lasted far into the night until all were tired after enjoying the best day in a whole year.

Some business troubles reported since our last issue: Scientific Chemical Co., Inc., 141 West 36th street, has made an assignment to Roy T. Yates. Susan Brandies has been appointed receiver under a \$1,000 bond.

Sigmund Balter, Lexington Perfume Shop, 123 East 116th street, New York: Involuntary bankruptcy, June 11, Samuel L. Lyttle, receiver, \$7,500 liabilities, \$2,000 assets.

Wanamaker Beauty School, Inc., 435 Fifth avenue, New York, put in bankruptcy, June 14 by Bollman Bros., Inc., for \$965; Emergency Plumbing Corp., \$653; Ernest Craske, \$167.

Among the exhibitors at the Carolinas Pharmaceutical Show, at Greenville, S. C., the latter part of June are the following firms: Harriet Hubbard Ayer, Inc.; Lehn & Fink, Inc.; Norwich Pharmacal Co.; Packer Mfg. Co.; V. Vivaudou, Inc.; and the J. B. Williams Co.

The Advisory Committee of the Ninth National Exposition of Chemical Industries met June 6 at the Chemists' Club, New York, and considered a plan to make the exposition, which will be held at the Grand Central Palace, September 17 to 22, a huge chemical "buying fair." It was suggested that each exhibitor make every effort to display his goods to demonstrate their particular characteristics, special uses, and selling points. It was also suggested that all exhibitors should have their sales forces at the exposition so that they might attend sales conferences in conjunction with the exposition. With the large number of chemical and chemical equipment consumers who attend the exposition each year, this sales contact on a large scale, away from the offices of the buyers, was pointed out as very desirable.

A tentative report was heard from Major H. S. Kimberly, of Washington, who has been selected to arrange the educational exhibits. The Chemical Warfare Service and the Bureau of Chemistry of the Department of Agriculture will have two large displays. Chemicals of the kitchen and the chemistry of food are also included. The results of research on a scientifically correct anti-knock and carbon compound for internal combustion engines will be demonstrated. Dr. W. T. Read, professor of chemistry at Yale University, was elected a member of the Advisory Committee of the exposition and will take charge of the program for practical courses in chemistry and chemical engineering.

Announcement was made that there will be a joint meeting of the Advisory Committee with all exhibitors on June 28. Those present at the last meeting included Dr. Charles H. Herty, chairman; Raymond F. Bacon, John W. Boyer, Henry Howard, Percy C. Kingsbury, T. C. Oliver, R. P. Perry, Charles F. Roth, H. J. Schnell, C. W. Wadsworth, T. B. Wagner, R. Gordon Walker and Milton C. Whitaker.

Milton Baldock, chemist for the Federal Pure Food Co., Chicago, and Miss Christine Funke were married June 6, at the house of Frank Funke, brother of the bride. After a short trip to the Dell's of Wisconsin they will live at 4 North Lamon street that the bridegroom has had all fixed up for the occasion. Mr. Baldock formerly was connected with the Palmolive Co., Milwaukee, Swift & Co., Chicago and recently was with Neumann, Buslee & Wolfe. The Federal Pure Food Co. is putting up the Eleanor line of toilet preparations that is meeting with success since Mr. Baldock took charge.

In the account of Dealers' Bowling Contest of the Chicago Perfumery, Soap & Extract Association in our April number the name of Neumann, Buslee & Wolfe was omitted from the list of those who donated prizes and an apology and thanks for their help in making the contest a success are offered by the author of the unfortunate inadvertence.

A. Alexander, consulting chemist, 1123 Broadway, New York City, has returned from a trip to the Blue Ridge Mountains of Virginia.

Manufacturers' Soap & Chemical Co., with \$50,000 capital stock, has been established at Cleveland, Tenn., by George L. Hardwick, Sr., H. B. Moore, Robert Cowan, George L. Hardwick, Jr., C. M. Hardwick and D. S. Stuart. Work will be begun at once on a three-story concrete and steel building in which will be manufactured textile soaps, oils and softeners for textile mills, besides other products.

IT'S A WASTE OF MONEY FOR SOME MEN TO PAY OFFICE RENT.

—By RUBE GOLDBERG



HEIGHT OF THE SEASON FEELINGLY PORTRAYED (COPYRIGHT, 1923) BY ONE OF THE MCNAUGHT SYNDICATE'S ARTISTS

The third in the series of beautiful inserts of the Rossville Co., Lawrenceburg, Ind., between advertising pages 48 and 49 of this issue, emphasizes in a most striking way the theme of the whole series; for never was the Spirit of the Nation more dramatically shown than in the stirring days of 1776 when Old Liberty rang out the glad tidings of freedom for the people of the country.

The Overton Hygienic Manufacturing Co., of Chicago, Ill., recently has been compelled to enlarge its facilities,

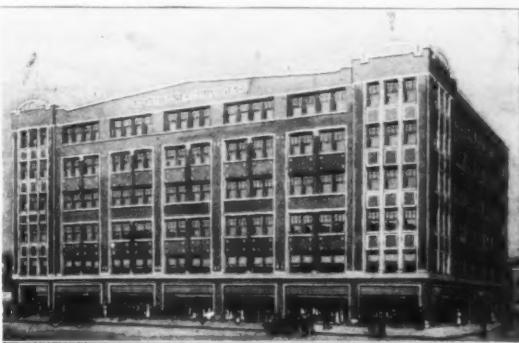
due to the increased demand for the perfumes and cosmetics which it is supplying to the trade. Herewith are given pictures of the company's new building and of Everett V. Overton, vice-president and chief chemist, who has had much to do with promoting the success of the establishment. The company was organized twenty-five years ago with a capital of less than \$2,000 by the chemist's father, Anthony Overton, who is president of both this concern

EVERETT V. OVERTON

and of the Douglass National Bank. The growth has been steady and satisfactory, finally forcing the acquisition of larger quarters. The business now occupies the entire third and fourth floors of the Overton Building, recently erected

The course in cosmetics conducted by Prof. Curt. P. Wimmer at the College of Pharmacy of Columbia University, New York, during the last year ended late in May. Following his closing lecture, Prof. Wimmer introduced Robert Gerstner, who gave an illustrated lecture on machinery used in the manufacture of cosmetics. The course was completed by about two dozen students.

at an approximate cost of \$300,000. The structure has a frontage of 131 feet in State street and 70 feet in 36th street. It is of reinforced concrete, absolutely fireproof and modern



OVERTON HYGIENIC CO.'S HOME, CHICAGO

in every detail of construction and equipment. It is an example of what can be done in the cosmetic industry in a quarter of a century upon a very modest start.

American Chamber of Commerce in France, meeting in Paris, has elected the following new resident members: V. Vivaudou, Inc., manufacturer of perfumery, Times Building, New York and 15 rue Royale, Paris. Morgan Mackay, sales manager.

A. Bourjois & Co., Inc., perfumes and soaps, 35 West 34th street, New York City, and 62 rue d'Hauteville, Paris. Pierre Wertheimer, representative.

Colgate & Company, 9 rue Hortense, Montrouge (Seine). George E. Adamson, representative.

Non-resident membership was given to the West Disinfecting Co., 411 Fifth avenue, New York City.

Jonas L. Girth, proprietor of the Amecousema American Trading House, 25 Rue St. Augustin, Paris, with Mme. Girth, sailed for home on the *Aquitania*, June 12, after spending six weeks in the United States. Mr. Girth reports that his trip was very successful and that the company may soon have an announcement to make in regard to carrying a stock of vanities, powder puffs and crude drugs in this country.

Roblin H. Davis, wholesale druggist, Denver, Col., president of the Denver Civic and Commercial Association, addressed the members of the bureau on "Salesmanship" recently.

As noted in our last issue a Delaware charter has been granted to the Charles V. Sparhawk Corporation, with a capital stock of \$200,000. This corporation succeeds to the business of the firm of Charles V. Sparhawk, Inc., of 278 Pearl street, New York City, with a factory in Newark, N. J., and branch plants in Potsdam, N. Y., Lowesville, Va., Massies Mills, Va., and Woodbine, Md. The reincorporation of the business founded by Charles V. Sparhawk means positive and gratifying progress in promoting the prosperity of the house, for in its growth Mr. Sparhawk has encountered some of the difficulties experienced by many successful firms in expanding their lines of trade activities. In adjusting things satisfactorily and providing for the further development of the business the change was decided upon to take effect on June 6.

Under the New Jersey law notices were required to be sent to all of the creditors of the old firm that the new one would purchase the effects of the old one in Newark on June 6. The wording of the notice misled some trade journals to print items indicating that the House of Sparhawk was facing trouble instead of taking a new step toward greater activities and smoother sailing in the business seas. Mr. Sparhawk has won the esteem of many of his competitors by his earnest and indefatigable efforts to overcome the obstacles that he has met and he has been receiving the congratulations of his friends in the essential oils and chemicals trades on the completion of the arrangements for the readjustment of his firm upon a larger and more substantial and progressive basis than has been feasible under the previous organization.

Ralph Wilson, president of the Klik-Tite Cap and Container Co., 8 West Fortieth street, New York City, returned on the *Mauretania* June 15 from an extended trip abroad, in company with Walter Sera, who is well known in jewelry circles. The two visited France, Switzerland, Belgium, Germany, Italy, Holland and England, and not only had an enjoyable time but had an excellent opportunity of observing business conditions.

Morana Incorporated has been granted the registration of the trade mark "Geranoxide" by the United States Patent Office.

Solar Laboratories, Inc., who are about to celebrate the first anniversary of their birthday, have found it necessary to move from 329 East Twenty-ninth street, New York City, where they have been located since the company was founded, to new and larger quarters at 435 East Twenty-fourth street.

Not only are the manufacturing facilities much more extensive at the new location but ample room has also been provided for the expansion of the offices. In the first page of its insert, which appears between advertising pages 102 and 103, the company shows in graphic form the stages in its growth by quarters during the last year.

O. J. Wepplo, of the Wepplo Mfg. Co., Chicago, which manufactures the Wepplo automatic combination folding and clipping machine for collapsible tubes, and also tube filling machines, was in New York City this month visiting the trade.

Andre Griffon, manager for Charles Bergeret, New York City, agent for Cristalleries De Nancy, is to sail July 7 for Europe to be gone until September.

Mr. and Mrs. Richard M. Krause observed on June 4 the twenty-first anniversary of their wedding, which took place June 4, 1902, in Brooklyn, where they have always lived. Mr. and Mrs. Krause celebrated their new honeymoon by an automobile trip to the Berkshire Mountains, stopping at Maplewood, Pittsfield and Greenfield, Mass. They also rested at the Red Lion Inn at Stockbridge.

Mr. and Mrs. Krause have three children—Vivian, a student at Parsons Academy of Design; Richard M., Jr., a student in high school, and Muriel, who has just been graduated from grammar school.

Mr. Krause is well known in the trade as a manufacturer of labels, a business in which he has been engaged since 1895, when he established his first company. That company liquidated and a second company was established in 1898. This also liquidated, but Mr. Krause, undaunted and undiscouraged established a third company July 4, 1905, which has now grown into the present organization with a large factory at Jamaica, N. Y., a plant at 320 West Washington street, Chicago, and a branch at 28 Temperance street, Toronto. The main offices of the company are at 130 West Forty-second street, New York City.

Società Italo-Francese per l'Industria dei Profumi e dei Prodotti Chimici of Vallecrosia (Bordighera), Italy, initiate their American advertising campaign in this issue on page 67a. The advertisers specialize in the manufacture of natural flower concretes, essential oils, floral waters, oris concrete, etc., and they tell us that they have their own plantations at Vallecrosia (near Bordighera), Italy, which is by nature a part of the flower growing region in which Grasse, France, is located.

The company is desirous of establishing a selling agency in the United States and all American firms that desire an account of this kind are invited to write direct.

Ph. Chaleyer, special representative of L. Givaudan & Co., Paris, France, sailed for a home visit on the *Volendam* June 23 and will spend his time in France and Switzerland. Mr. Chaleyer works in conjunction with George Lueders & Co., American and Canadian representatives for L. Givaudan & Co. and has, under their direction, visited the trade throughout the country conferring with perfumers and toilet soap makers on the use of Givaudan specialties. He is very optimistic on the outlook for the development of the American perfumery industry.

Georges Acuna, of Pierre Lemoine Cie., Inc., New York, will sail July 4 on the *France* for a six weeks' visit to his family.

Following the announcement made by the United States Industrial Alcohol Co. that it had advanced the price of alcohol to 30 cents per gallon it was stated that the company was refusing to take any orders beyond the three-month period at current quotations. The business of the company for the first four months of this year ran far ahead of that done during the corresponding period last year, it was said. Plants during the month of May were operated at capacity, which, according to officials of the company, indicate that the business of the various companies using industrial alcohol is on a sound basis and shows no sign of a decline. Demand for the products of the company are expected to be even larger during the autumn months, according to the company.

Attention is called to the attractively lithographed insert in colors of Les Usines "Allondon," La Plaine-Geneva, Switzerland, which appears between pages 64 and 65 of this issue. The synthetic aromatic chemicals for perfumes, soaps and toilet preparations offered by this company are made under the personal supervision and after processes of Prof. A. Kaufmann, formerly professor of organic chemistry, University of Geneva, and are handled in the United States exclusively by J. E. Dockendorff & Co., Inc., 20 Broad street, New York City.

L. R. Rose Beauty Products Corp., 817 Chapel street, New Haven, Conn., begins on advertising page 77 the first of a series of announcements on the woolvianity, a new specialty which it is offering to the trade.

What is believed to be the largest order for postal cards ever given has been received by Col. Peter F. Piasecki, postmaster of Milwaukee, from the Palmolive Soap Co. The order is for 1,500,000 cards costing \$15,000 and the government facilities are unable to supply all of the cards at once. Only 900,000 can be delivered immediately and extra presses must be forced into service to fill the remainder of the order. These postal cards would fill two and one-half freight cars and some statistical sharks around the post office have been trying to figure how many lifetimes it would take one person to address all of them. The cards will be used in an advertising campaign and will be mailed from the Milwaukee post office.

Francis A. Countway of Brookline, Mass., president of Lever Brothers Co., Cambridge, sailed from New York on May 22 for Europe on the *Aquitania* of the Cunard Line, for a two months' stay abroad. Mr. Countway is accompanied by his sister, Miss Sandra Countway. While in the United Kingdom Mr. and Miss Countway will be guests of Lord Leverhulme at the latter's London residence, "The Hill," as well as at Lews Castle, Stornoway, Lord Leverhulme's residence in the Hebrides, after which they will visit France and Switzerland, returning to the United States about July 15.

Procter & Gamble Co. has declared a quarterly dividend of 1½ per cent on the 6 per cent preferred stock, payable June 15 to holders of record May 25.

Globe Soap Co. has declared quarterly dividends of 1 per cent on the common and of 1½ per cent on the first, second and special preferred stocks, all payable June 15.

Larkin Co., of Buffalo, N. Y., recently leased a new building at 25 South Pasadena avenue, to house a branch which it is establishing in Pasadena, California.

Wages in the B. T. Babbitt soap plant in Albany, N. Y., have been advanced 10 per cent. During the depression there was a 15 per cent cut from the high war rate.

Hudson & Co., chemists and beauty specialists, 489 Fifth avenue, New York, have taken a ten years' lease of the store and basement located at 30 West 51st street.

Re-Be Soap Co., of New York, has reduced the amount of its capital stock from \$750,000 to \$210,000.

NEW INCORPORATIONS

(Our readers who may wish to take advantage of this department are advised that it is desirable to write, not send circulars, to more than one of the names mentioned in the incorporations. Except in the case of the incorporation of old firms, the postal people may not have ready references for addresses of new business enterprises.)

Paramount Soap Works, Brooklyn, N. Y., \$5,000 capital stock, has been incorporated by M. and F. Koling, M. Kalem. Attorney J. E. Rose, 435 Rockaway avenue, Brooklyn.

United Beauty Parlor and Mfg. Co., manufacturer toilet preparations, \$50,000 capital stock, has been incorporated by Maxine E. Taylor, Lulu Jackson, Harrisburg, Pa.; E. E. Brent, Steelton, Pa.

United Beauty Parlors, Inc., \$350,000 capital stock, reported in our last issue, as a new Delaware corporation, was incorporated by F. R. Hansell, J. Vernon Pimm, E. M. MacFarland, Philadelphia.

New Jersey Soap Works, Inc., 737 Jefferson avenue, Elizabeth, N. J., cements, soaps, oils, paints, etc.; \$250,000 capital stock has been incorporated.

George E. Madison, Inc., San Francisco, Cal., manufacture drugs and toilet articles; \$10,000 capital stock has been incorporated by George E. Madison, Harold G. Snodgrass, Ralph E. Myers.

Soap Products Corp., St. Louis, Mo., soaps, washing powders; \$30,000 capital stock, has been incorporated by W. C. Harris, C. B. Brockett and F. S. Henderson.

Vacuum Brush Corp., Wilmington, manufacturer tooth-brushes, \$1,000,000 capital stock, has been incorporated for clients by the Delaware Registration Trust Co.

Vanitie Box, Inc., to manufacture cosmetics, etc. \$20,000 capital stock, has been incorporated by Louis Reenick, 516 New Jersey avenue; Maxwell Reenick and Nellie Reenick, 846 President street, Brooklyn.

Kitchen Bouquet, Wilmington, flavoring extracts, \$500,000 capital stock, has been incorporated in Delaware for clients by the Corporation of America.

Neos Co., Manhattan Borough, New York City, toilet preparations, \$5,000 capital stock, has been incorporated by P. and F. F. Scheller, P. Fisher. Attorney, E. Friedman, 261 Broadway.

Poly Chemical Laboratories, Jersey City, N. J., to manufacture perfumes, toilet waters, barbers' supplies, drugs and chemicals, \$25,000 capital stock, has been incorporated by Frank Haber, Louis Rothstein and George P. Williamson. Attorney, Ezra L. Nolan, 128 Monticello avenue, Jersey City.

M. M. Marcuse, president of the West Disinfecting Co., New York, sailed eastward on the *Homeric* on June 15.

H. C. Campbell has been appointed manager of folding box sales for the Robert Gair Co., manufacturer of packages, New York City. Mr. Campbell formerly was the representative of the Gair Co., in the Buffalo district.

Standard Automatic Machine Co., 26 Cortlandt street, New York, has a new telephone number: Rector 6980.

An advertising campaign is being planned by the Sakele Perfume Co., New York, which has recently made application for a trade-mark of the name "Salome" for use on perfume.

NEW PRICE LISTS, PUBLICATIONS, ETC.

SHIPKOFF & Co., LTD., Sofía, Bulgaria, (American office, 219 Pearl street, New York City,) sends us the firm's report on the prospects for this year's Bulgarian rose crop, which are given as very promising and encouraging. The report says in part: "We do not expect, however, any big advance in the price of the new otto, more so, if the crop proves, as it promises, a rich one. The general desire is to produce the best grade of otto of rose; to maintain normal prices and to increase, thus, the consumption of Bulgarian otto of rose to the extent of prewar times."

KARL KIEFER MACHINE Co., Cincinnati, Ohio, favors us with the June number of its bright little publication, *The Superintendent...* While it primarily exploits the Kiefer bottle filling machines it contains other interesting matter.

CLARENCE MORGAN & Co., 355 West Ontario street, Chicago, have issued their monthly price list for June, containing a page of special items, additional to other prices.

"BOTTLING AND PACKAGING ENGINEER," for June, published at 4,015 North Rockwell street, Chicago, Ill., contributes to the general information on the use of filling machinery. Various models of apparatus manufactured by the U. S. Bottlers' Machinery Co., are shown and described.

CLIFTON CHEMICAL Co., 246 Front street, New York City, is sending out to the trade a leaflet on liquid soap.

STAFFORD ALLEN & SONS, LTD., London, Eng., Ungerer & Co., 124 West 19th street, New York, American representative.—June wholesale price list for essential oils, chemicals, synthetics and sundries, including the Allen Oleoresins and other Allen specialties, is at hand. The list, as usual, is comprehensive and complete.

UNGERER & Co., Inc., 124 West 19th street, New York City, has issued an attractive wholesale price list for June covering the numerous products handled by the company. The products listed include volatile oils, aromatic drugs, gums and sundries, olive oils, natural fruit flavors, maceration and enflourage products, natural aromatic isolates, simile essences, perfumers' tinctures, etc. The company is the United States representative for Hughes Aine, Grasse, France; M. Naeff & Co., Geneva, Switzerland; Stafford Allen & Sons, London; Botu Pappazoglou & Co., Kazanlik, Bulgaria; Pierre Sicard, Cannes, France; Jules Borgeaud & Fils, Algiers, Africa; Ozone-Vanillin Co., New York; Plumereau Fils, Paris; Siegert Distillery, Manilla, P. I.; Monsanto & Co., Manilla, P. I.; Molino Coppirossi, Porto Maurizio, Italy; S. & G. DePasquale, Messina, Italy; E. Chardon, St. Denis, Reunion; and Vidal-Charvet, Paris, France.

M. NAEFF & Co., Geneva, Switzerland, Ungerer & Co., 124 West 19th street, New York City, American representative—Descriptive list of synthetic and aromatic products has been received giving terse but adequate descriptions of various products made by the company and suggestions on the uses of the various articles. The booklet contains 32 pages.

H. C. RYLAND, 52 Laight street, New York, has issued a wholesale price list for June for essential oils, aromatics, synthetics, true fruit and concentrated imitation fruit flavors, vanilla beans, drugs and chemicals.

NEW YORK ADVERTISING Co., Tribune Building, New York, is sending out a monthly blotter series in which advertising advice shares space with "Small Towne Talk."

VAN NOSTRAND'S RECORD SUPPLEMENT, issued by the D. Van Nostrand Co., 8 Warren street, New York, tells "about

new books of general interest. It also covers new editions of old books and pictures some of the authors.

JOHN WILEY & SONS, INC., 432 Fourth avenue, New York, have issued a new catalogue of the most recent Wiley books on chemistry and allied subjects, including the publications of Chapman & Hall, London, and the Renouf Publishing Co., Montreal, Quebec. Among the new works is the "Laboratory Manual of Colloid Chemistry," by Harry N. Holmes, Professor of Chemistry in Oberlin College.

F. J. STOKES MACHINE Co., 6,112 Tabor Road, Olney P. O., Phila., Pa., has issued Catalogue 23, containing 100 pages, giving a picture of its new modern plant and illustrations of the numerous varieties of pharmaceutical and chemical machinery and apparatus in which the firm specializes. Some valuable information also is given, including charts and vacuum boiling points, volume of circular tanks and steam pressure and temperature equivalents. The catalogue, which may be had on application, is fully indexed and carries a cable code.

"CHANGED PACKAGE DESIGNS THAT INCREASE SALES," written for *Printers' Ink* by Richard B. Franken, one of our staff of contributing editors, has been issued in reprint form.

BOOK REVIEWS

"VANILLE, VANILLINE, VANILLE-EXTRACTIN" BY IR. W. L. UTERMARK. PUBLISHED IN DUTCH BY THE KOLONIAAL INSTITUUT OF AMSTERDAM, HOLLAND, 8^{vo}, 116 PAGES.

Under the above name a very interesting little book was published in 1922 by the Holland Colonial Institute, in which Ir. W. L. Utermark gives a very exhaustive, but nevertheless clear description of the cultivation of the vanilla plant, the preparation of the vanilla bean, the manufacture of extracts and the various chemical aspects of vanilla. The author states that his book does not pretend to completeness and he does not desire to intrude into the world of science, but merely to call the attention of planters to the vanilla cultivation and its problems. This unpretentious introduction does not prevent the author from presenting to the public a book well worth its attention.

The American public is acquainted chiefly with Mexican, Bourbon and Tahiti vanilla, practically the only kinds that are consumed in the United States. In the Dutch colonies of the Far East attempts have been made for many years to make the cultivation of vanilla a paying proposition and to make a place for Java vanilla in the world's markets. So far, the annual exportations of vanilla from the Dutch Far Eastern possessions have not exceeded \$30,000, which is, of course, a mere trifle when compared with the output of Mexico, Réunion, Guadeloupe, Tahiti and Madagascar. Nevertheless, there is no reason why Java could not eventually become one of the important sources of vanilla beans, given the proper study of the different agricultural and manufacturing problems.

The vanilla plant belongs to the well-known botanical family of the Orchids, and of its many varieties, the *Vanilla planifolia* Andrews is the one most generally used for the production of vanilla beans. The plant is a perennial liana with juicy green stalks that may acquire a length of 30 feet. From the stalks, at the height of the joints, roots appear which are covered with closely set hairs and with the aid of which the stalks attach themselves to other plants or objects that will support them. Some of these roots hang down loose and when they reach the soil, begin to function like ordinary roots. (See next page.)

married her in Toledo about 18 years ago. Miss Aubry was just then starting in business with her sister Miss M. E. Aubry, now secretary and treasurer of Aubry Sisters, Inc. Later they all moved East and Mr. Schwahn continued to sing in the churches of the metropolitan district, notably in the Episcopal church at Montclair, N. J. Besides his widow, he is survived by a son and daughter, Bertram 11 years old and Claire six years old, as well as his father and two brothers in Saginaw. The funeral was held May 19, and interment was in Calvary cemetery.

BOOK REVIEWS

(Continued from page 197)

ket. This is because of the various traces of aromatic substances that give the peculiar sweetness and roundness to the natural extract. Originally too much importance was attached to the resins contained in the vanilla bean. Alois von Isakovics separated out the resins of a vanilla extract and found them not only to be odorless, but to possess a very unpleasant taste. Dean and Schlotterbeck, however, extracted a resinous substance that was both odorless and tasteless. The principal property of these resins is that they exercise a conserving influence on the aroma of the extract and therefore increase its keeping qualities. The resins can be precipitated from vanilla extract by lead acetate, therefore the "lead index" is one of the indications of the quality of vanilla extract, and among other things serves to distinguish it from artificial extracts. Weak solutions of K_2CO_3 , potassium carbonate (0.04% to 0.4%) greatly increase the solubility of the resins, but if too much K_2CO_3 is used, it harms the flavor, while the subsequent addition of acid precipitates part of the dissolved resins, leaving us where we were before adding any K_2CO_3 .

Another important point that must be borne in mind is that the ability of vanilla extract to dissolve certain metals is far from being negligible. Especially zinc and copper are affected, while tin is least attacked, so that a tin-lined vessel is indicated. Aluminum is in time completely corroded by vanilla extract.

In judging the quality of a vanilla extract, besides the vanillin content and the lead index, there is the total color intensity to be taken into account. This is established by the tintometer of Lovibond, which enables us to accurately compare different colors, although the values are only relative.

At the end of his treatise, the author discusses various methods for the quantitative determination of vanillin in the vanilla bean. Some of them depend on the repeated extraction of finely cut vanilla beans in ether, evaporation, and treatment with a saturated solution of sodium bisulphite and water. The ethereal extraction of this mixture is decomposed by dilute sulphuric acid, and on evaporation and drying, the exact quantity of vanillin is obtained. Special procedures are necessary to separate the vanillin from heliotropin and cumarin, if any such are present.

In conclusion we may say that Utermark's book deserves the serious attention of all those interested in the cultivation of vanilla and the manufacture of vanilla extracts. It is free from confusing details and offers much valuable information.

PH. H. VAN ITALLIE.

YEAR BOOK OF THE AMERICAN PHARMACEUTICAL ASSOCIATION, 1921. Chicago, Ill., 1923, published by the American Pharmaceutical Association; 800 pages.

This volume contains the sixty-fourth annual report on the Progress of Pharmacy and the constitution, by-laws and

roll of members of the association, corrected to March 1, 1923, besides the roster of officers since the date of organization. The progress report fills nearly 560 pages and is a comprehensive review of matters in many lines, including perfumery, soaps, fats and oils, of interest to pharmacists and giving numerous excerpts from the 1921 periodicals. The report was prepared by Prof. Henry V. Arny, with the collaboration of a staff of versatile members, including Prof. Curt P. Wimmer, who is one of the contributing editors of this journal.

"BIBLIOGRAPHY OF COLLOID CHEMISTRY" by Harry N. Holmes, Ph. D., of Oberlin College, 1923. Preliminary edition: 135 pages. Price \$1. Issued in mimeograph form by the National Research Council, Washington, D. C.

Prof. Holmes, who is chairman of the Council's Committee on the Chemistry of Colloids, Division of Chemistry and Chemical Technology, presents some 1,800 references on 130 topics in connection with his plan to assemble the best index possible of the literature of colloid chemistry. The references are classified and a brief comment accompanies many to aid in deciding their relative value and importance. The present volume, however, is tentative and comment on items now listed, as well as suggestions from other colloid workers, particularly specialists, will be welcomed by the author, who intends to make a formal publication in the near future that will be complete, comprehensive and accurate. It should be a valuable supplement to his "Laboratory Manual of Colloid Chemistry."

"THE EXCLUSIVE AGENCY: A STUDY IN THE MARKETING OF MANUFACTURED PRODUCTS," New York, 1923. Price, \$1. Published by the Bureau of Business Research, New York University, 90 Trinity Place, New York.

This is true to its title in stating that it is a study of the exclusive agency question. But it is more than that, for in an appendix it gives blank forms applicable to this branch of trade agreement. The report was based on answers to questionnaires and interviews with a long list of houses. Among those of interest to our industries in toilet goods and soaps were the Packer Mfg. Co., the Palmolive Co., the Andrew Jergens Co., the Pompeian Co., A. S. Hinds, Colgate & Co., Daggett & Ramsdell. The report was prepared by Lewis H. Haney, director of the bureau, and by C. C. Meyer and A. F. Conant, investigation assistants.

REPORT OF MANHATTAN BOROUGH PRESIDENT, NEW YORK CITY, for the year 1922. Illustrated volume of 166 pages. By Julius Miller, president.

This report is of interest directly only to the large number of our readers in this city and to many of them it is of direct and vital interest, for President Miller has included in his annual review full information about his plans for the relief of traffic congestion in Manhattan Borough, which embraces the old City of New York before Brooklyn, Queens, the Bronx and Staten Island were made parts of the present city. Mr. Miller supplies maps, views and other practical illustrations of his ideas on this subject. He tells the history of New York traffic since 1807 and plans for the future. Traffic congestion is a serious problem on Manhattan Island. Mr. Miller's views for relief are certainly constructive. Those of our readers who are interested may well give them due consideration. Mr. Miller is the first Borough President of the Manhattan part of New York City to give due attention to this very important element in business convenience for our manufacturers and merchants.

PATENTS AND TRADE-MARKS



NOTE TO READERS

This department is conducted under the general supervision of the very competent patent and trade-mark attorney. This report of patents, trade-marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four coordinate branches of the essential oil industry, viz.: Perfumes, Soap, Flavoring Extracts and Toilet Preparations.

Of the trade-marks listed, those whose numbers are preceded by the letter "M" have been granted registration under the Act of March 19, 1920. The remainder are those applied for under the Act of February 20, 1905, and which have been passed to publication.

Inventions Patented are designated by the letter "P."

Designs Patented are designated by the letter "D."

All inquiries relating to patents, trade-marks, labels, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPT
Perfumer Pub. Co. 14 Cliff St., New York

TRADE-MARK REGISTRATIONS APPLIED FOR
(Act of Feb. 20, 1905)

141,229.—The Laboratory Specialty Company, Cincinnati, Ohio. (Filed Dec. 17, 1920. Used since Jan. 1, 1920.)—Toilet Preparations consisting of Liquid Shampoos for the Hair; Liquid Lotions for the Face, Hands, and Body; Hair Tonics, Salves for Lips, Sunburns, Etc., Flesh Cleansers for Cleansing the Skin, Rouge for the Cheeks, Cream Massage for Eradicating Wrinkles, Dandruff Remedy, Paste Skin Bleach, and Perfumed Powders for Face and Body.

155,471.—Allmans Co., Milwaukee, Wis. (Filed Nov. 17, 1921. Used since Apr. 21, 1920.)—After Shave, a Lotion Applied to the Face After Shaving; Hair Tonic, Tooth Paste, Face Powder, Bandoline, Brilliantine and Shampoo.

157,822.—Mildred Gepen Bowen, Chicago, Ill. (Filed Jan. 12, 1922. Used since Feb. 1, 1921.)—Deodorants.

158,047.—Albert L. Kandle, doing business as Muturo Mfg. Co., Richmond, Va. (Filed Jan. 17, 1922. Used since Apr. 15, 1921.)—Hair Tonic.

159,628.—Isidor Jacob Selkowitz, doing business as Mirose Laboratories, New York, N. Y. (Filed Feb. 20, 1922. Used since Oct. 1, 1921.)—Hair Tonic, Complexion Powder, Antiseptic Eye Bath, Depilatory, Hair Cleanser, and Foot Powder.

160,140.—Kosmos Chemical Company, Cincinnati, Ohio. (Filed March 3, 1922. Used since Jan. 20, 1922.)—Finger-Nail Liquid Gloss.

162,075.—H. A. Tuckett Company, Salt Lake City, Utah. (Filed Apr. 10, 1922. Used since Oct. 15, 1921.)—Spices, Flavoring Essences for Food, Flavoring Extracts for Food.

163,070.—Mollie Asher, doing business as Paradise Preparations, Chicago, Ill. (Filed Apr. 29, 1922. Used since Aug. 15, 1920.)—Cold Cream, Greaseless Cream, Lotions for the Treatment of Sunburn and for Bleaching and Softening the Skin, Toilet Waters, and Perfumes.

163,859.—Hubert C. Carel, doing business as The Benetol Company, Minneapolis, Minn. (Filed May 15, 1922. Used since July, 1907.)—Pharmaceutical Preparations—Namely, a Liquid Germicide, Said Antiseptic, Disinfectant, and Deodorant to be Used as a Tooth Paste, Tooth Cream, Catarrh Jelly, Ointment for Skin Diseases and Injuries, Hemorrhoids, and Fistulae; Nebulizing Oil, Powder for the Skin.

163,961.—Virginia D. Bennett, New York, N. Y. (Filed May 17, 1922. Used since Apr. 26, 1922.)—Face Powders, Face Creams, Perfumes, Toilet Waters, Rouges, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, and Sachet Powders.

166,487.—Van Ess Laboratories, Inc., Chicago, Ill. (Filed July 3, 1922. Used since Aug. 1, 1921.)—Massage Preparations or Tonics for the Treatment of the Head and Scalp.

166,945.—Harris Soap Company, Buffalo, N. Y. (Filed July 15, 1922. Used since March, 1921.)—Soap in Liquid, Powdered, and Cake Form.

167,039.—Brionies & Company, Inc., New York, N. Y. (Filed July 18, 1922. Used since 1915.)—Olive Oil.

167,965.—The Kingsbury Company, Fort Wayne, Ind. (Filed Aug. 4, 1922. Used since Feb. 1, 1921.)—Foot-Bath Preparations.

168,121.—Overland Pharmacy Co., Boise, Idaho. (Filed Aug. 11, 1922. Used since Feb. 1, 1921.)—Natural Clay Prepared for Use in Cleansing the Skin and Pores.

168,124.—The Pom Chemical Co., Inc., Lebanon, Pa. (Filed Aug. 11, 1922. Used since May 10, 1922.)—Renovating, Cleaning and Metal-Polishing Preparations.

168,341.—Vail Brothers, doing business as Keystone Perfume Company, Philadelphia, Pa. (Filed Aug. 16, 1922. Used since January, 1922.)—Bay Rum.

168,408.—Rodolfo Flores, doing business as Sana-Cutis (Chemical) Co., Sedalia, Mo. (Filed Aug. 18, 1922. Used since Dec. 25, 1921.)—Vanishing Face Cream and Cold Cream.

168,536.—Betty Lou, Chicago, Ill. (Filed Aug. 21, 1922. Used since September, 1921.)—Face Powders.

168,807.—S. E. Shaffner Co., Portland, Ore. (Filed Aug. 28, 1922. Used since Apr. 15, 1921.)—Food-Flavoring Extracts—Namely, Vanilla Extract, Apricot Extract, Coffee Extract, Crushed Fruits, and Canned Fruits.

169,116.—Albert H. Beach, doing business as Pyromid Products Co., Los Angeles, Calif. (Filed Sept. 6, 1922. Used since Oct. 25, 1920.)—Soap.

169,146.—Atlantic Laboratories, Atlanta, Ga. (Filed Sept. 7, 1922. Used since June 13, 1922.)—Preparation Recommended for Use as a General Household Cleaner.

169,238.—Francois Joseph de Sporturno Coty, Suresnes, France. (Filed Sept. 9, 1922. Used since December, 1918.)—Perfumes, Toilet Waters, Face Powders, Sachet Papers, Brilliantine, Lotions, and Eau de Cologne.

169,256.—Western Wholesale Drug Co., also doing business as The Sterling Laboratory, Los Angeles, Calif. (Filed Sept. 9, 1922. Used since Oct. 1, 1912.)—Camphorated White Liniment, Larkspur, Cedar Flakes, Sea Salt, Catarrh Balm, Chill Tonic, Antiseptic Cones, Analgesic Balm, Oil of Eucalyptus, Kidney Pills, Kidney and Bladder Medicine, Liver Pills, Mustard Balm, Eucalyptus Salve, Witch-Hazel Salve, Compound Cathartic Pills, Worm Sirup, Sirup of Figs, Citrate of Magnesia, Gonicide Capsules, Cherry Cough Sirup, Baby Cough Sirup, White Pine and Tar, Female Tonic, Liver Salts, System Tonic, Rheumatic Elixir, Cod-Liver Oil, Extract of Sarsaparilla, Poison-Oak Remedy, Pile Suppositories, Sore-Throat Gargle, Eucalyptus Liniment, Gall Salve, Mange Remedy, Prickly Heat Powder.

169,858.—A. J. Krank Mfg. Co., St. Paul, Minn. (Filed Sept. 23, 1922. Used since Oct. 21, 1910.)—Shampoo.

170,039.—The Saxon Perfume Company, Cincinnati, Ohio. (Filed Sept. 28, 1922. Used since July, 1912.)—Toilet Waters, Shampoos, Hair Tonics; Massage, Vanishing, and Cold Creams; Witch-Hazel, Talcum Powder, Hair Dressing, Brilliantine, and Hair Oil.

170,172.—Samuel B. Levey, doing business as Wonder Products Company, Newark, N. J. (Filed Sept. 30, 1922. Used since February, 1922.)—Shampoo.

170,977.—J. Grossmith & Son, Limited, London, England. (Filed Oct. 20, 1922. Used since Feb. 22, 1922.)—Toilet Soap.

170,982.—Francois Liblisch, Paris, France. (Filed Oct. 20, 1922. Used since Jan. 1, 1901.)—Perfumery, Scents, Toilet Water, Hair Waters and Dyes, Bath Waters, Rice Powders, Pastes and Paints for the Face and Lips in a Soft or Hard State, Etc., and Chemicals for Making Perfumes.

171,427.—John W. Lowrance, Boston, Mass. (Filed Oct. 31, 1922. Used since Oct. 2, 1922.)—Cold Cream, Complexion Powder, Face Powder, Tooth Paste, and Toilet Water.

171,517.—Arthenia Taylor, Jeffersonville, Ind. (Filed Nov. 2, 1922. Used since May 1, 1921.)—Hair Grower, Hair Tonic, Shampoo, Tetter Salve, Temple Grower, Hair-Straightening Oil, and Cold Cream.

171,720.—Peter Amsterdam, doing business as The Amsterose Co., Philadelphia, Pa., and New York, N. Y. (Filed Nov. 8, 1922. Used since Sept. 16, 1922.)—Shaving cream.

171,866.—Parfumerie Roger & Gallett, Paris, France. (Filed Nov. 11, 1922. Used since Apr. 18, 1902.)—Pastes

and Powders for Beautifying and Preserving the Teeth, Skin, and Hair, and Perfumery.

171,915.—Leopold E. Helfand, doing business as Elpho Pharmacal Company, Philadelphia, Pa. (Filed Nov. 13, 1922. Used since Jan. 25, 1919.)—Cold Cream.

172,207.—Calhoun, Robbins & Co., New York, N. Y. (Filed Nov. 18, 1922. Used since July 1, 1890.)—Hair Tonics, Smelling Salts, Witch-Hazel, Peroxide, Bay Rum, Perfumes, Petroleum Jelly, Camphor Ice, Toilet Waters, and Cold Cream.

172,308.—W. Lloyd Wood, Limited, Toronto, Ontario, Canada. (Filed Nov. 20, 1922. Used since June 1, 1922.)—Antiseptic Solution, Mouth Wash, Tooth Paste, Talcum Powder, and Toilet Cream.

172,531.—B. Heller & Company, Chicago, Ill. (Filed Nov. 25, 1922. Used since July 1, 1921.)—Flavoring Compound.

173,110.—Titanium Pigment Company, Inc., Niagara Falls, N. Y. (Filed Dec. 8, 1922. Used since Apr. 25, 1921.)—Soap, Glass Polish, Metal Polish, and Abrader Preparations.

173,283.—Sara D. Glassmire, doing business as Wm. Glassmire's, Philadelphia, Pa. (Filed Dec. 13, 1922. Under ten-year proviso. Used since Jan. 1, 1893.)—Hair Lotions and Skin Creams.

173,318.—James Hulme Bereman, doing business as Stillman Freckle Cream Co., Aurora, Ill. (Filed Dec. 14, 1922. Under ten-year proviso. Used since 1893.)—Creams Suitable for the Treatment of Freckles.

173,433.—The Medicraft Company, Cleveland, Ohio. (Filed Dec. 16, 1922. Used since Sept. 9, 1922.)—Facial Creams.

173,483.—Grant Watkins Co., Inc., Boston, Mass. (Filed Dec. 18, 1922. Used since 1912.)—Cleansing and Finishing Cream, Toilet Waters, Perfumes, Sachet Powder, Face Powder, Talcum Powder, Rouge Compact.

173,604.—The La Valliere Company, New Orleans, La. (Filed Dec. 20, 1922. Used since 1914.)—Perfume Extract, Toilet Water, Face Powder, Talcum Powder, Sachet, Bath Salt, and Face and Complexion Creams.

173,607.—The Mello Company, Laporte, Ind. (Filed Dec. 20, 1922. Used since 1913.)—Washing Compound.

173,793.—United Drug Company, doing business as Langlois, Boston, Mass. (Filed Dec. 23, 1922. Used since Apr. 23, 1918.)—Perfumes, Toilet Waters, Complexion Powders, Talcum Powders, and Sachets.

173,874.—E. Daltroff & Cie., doing business as Parfumerie Caron, Paris, France, assignor to Caron Corporation, a Corporation of New York. (Filed Dec. 27, 1922. Used since Dec. 1, 1912.)—Perfume, Toilet Water, Rouges, Face Powder, Talcum Powder, Brilliantine, Sachet Powder, and Dentifrices.

173,877.—E. Daltroff & Cie, doing business as Parfumerie Caron, Paris, France, assignor to Caron Corporation, a Corporation of New York. (Filed Dec. 27, 1922. Used since June 1, 1912.)—Perfume, Toilet Water, Rouges, Face Powder, Talcum Powder, Brilliantine, Sachet Powder, and Dentifrices.

173,881.—E. Daltroff & Cie, doing business as Parfumerie Caron, Paris, France, assignor to Caron Corporation, a Corporation of New York. (Filed Dec. 27, 1922. Used since Oct. 1, 1916.)—Perfume, Toilet Water, Rouges, Face Powder, Talcum Powder, Brilliantine, Sachet Powder, and Dentifrices.

174,130.—Lionel Trading Co., Inc., New York, N. Y. (Filed Jan. 2, 1923. Used since August, 1922.)—Perfumes, Toilet Waters, Face Lotions, Face Creams, Face Powders, Toilet Waters, Face Lotions, Face Creams, Face Powders, Rouges, and Lip Stick.

174,083.—Florie De Zon, Detroit, Mich. (Filed Jan. 3, 1923. Used since Jan. 1, 1916.)—Preparation for the Treatment of Hair and Scalp.

174,224.—Wellson Specialty Company, Hyattsville, Md. (Filed Jan. 5, 1923. Used since Oct. 1, 1922.)—Chemical Preparations for the Treatment of Face, Scalp, and Hair Troubles.

174,290.—Colgate & Company, Jersey City, N. J. (Filed Jan. 8, 1923. Used since Dec. 27, 1922.)—Rouge.

174,291.—Colgate & Company, Jersey City, N. J. (Filed Jan. 8, 1923. Used since Dec. 18, 1922.)—Liquid and Powdered Perfumes.

174,469.—Florence E. Lewis, doing business as Elizabeth Arden, New York, N. Y. (Filed Jan. 11, 1923. Used since Aug. 8, 1916.)—Rouge and Powder.

174,470.—Florence N. Lewis, doing business as Elizabeth Arden, New York, N. Y. (Filed Jan. 11, 1923. Used since Aug. 8, 1916.)—Lip Paste and Lip Pencil.

174,482.—The E. L. Patch Company, Stoneham, Mass. (Filed Jan. 11, 1923. Used since Dec. 30, 1922.)—Skin Lotion.

174,519.—Growers Distilling Co., Woodbine, Md. (Filed Jan. 12, 1923. Used since Dec. 1, 1922.)—Chenopodium Oil.

174,573.—Graham Bros. Soap Company, Chicago, Ill. (Filed Jan. 13, 1923. Used since Dec. 30, 1922.)—Shampoo.

174,574.—Graham Bros. Soap Company, Chicago, Ill. (Filed Jan. 13, 1923. Used since Dec. 30, 1922.)—Shampoo.

174,644.—Paul Tump, Milwaukee, Wis. (Filed Jan. 15, 1923. Used since May 1, 1922.)—Cleaning Powder.

174,669.—D. Pepple and Co., Bainbridge, Ohio. (Filed Jan. 16, 1923. Used since Sept. 15, 1922.)—Face Lotion.

174,686.—Blue Bird Inc. Perfumers, New York, N. Y. (Filed Jan. 17, 1923. Used since November, 1919.)—Hair Preparations and Especially for Hair Preparations Used for the Purpose of Keeping the Hair in Place and in Curling the Hair and Keeping It in Curl.

174,690.—Paul P. Davis, doing business as Ucoline Products Co., Cincinnati, Ohio. (Filed Jan. 17, 1923. Used since Nov. 8, 1922.)—Hair Tonic.

174,777.—Elizabeth A. Heitkamp, St. Louis, Mo. (Filed Jan. 19, 1923. Used since Nov. 23, 1922.)—Hair Pomade.

174,818.—Wm. H. Brown & Bro. Company, Baltimore, Md. (Filed Jan. 20, 1923. Used since Jan. 1, 1923.)—Perfume, Toilet Water, Sachet Powder, and Talcum and Face Powders.

174,842.—Florence N. Lewis, doing business as Elizabeth Arden, New York, N. Y. (Filed Jan. 20, 1923. Used since Aug. 8, 1916.)—Lip Pastes and Lip Pencils.

174,860.—Charles A. L. Reed, doing business as Clinton Laboratories, Cincinnati, Ohio. (Filed Jan. 20, 1923. Used since Dec. 19, 1922.)—Dentifrice and Prophylactic Paste.

174,906.—Rafael Miranda, doing business as Mira Chemical Co., New Bedford, Mass. (Filed Jan. 22, 1923. Used since June, 1922.)—Preparation for Cleansing the Scalp and Stimulating the Growth of the Hair.

174,994.—The Armand Company, Des Moines, Iowa. (Filed Jan. 24, 1923. Used since Dec. 16, 1922.)—Cold-Cream Powder.

175,007.—Daggett & Miller Co., Inc., Providence, R. I. (Filed Jan. 24, 1923. Used since January, 1916.)—Hair Tonics.

175,025.—Henri Rigaud, doing business as Rigaud, Paris, France, and New York, N. Y. (Filed Jan. 24, 1923. Used since 1909.)—Perfume, Toilet Water, Face Powder, Talcum Powder, Rouge, Face Creams, Sachet, Bath Salts, Smelling Salts, Breath Pastils, Brilliantine, Dentifrices, Eyebrow Pencils, Hair Tonic, Face Lotion, Nail Polish, Shampoo.

175,112.—Tekna, Springfield, Mass. (Filed Jan. 25, 1923. Used since Jan. 2, 1923.)—Shampoos, Hair Tonic, Perfume, Skin Creams, Talcum Powders, Deodorants, Liniments, and Dentifrices.

175,130.—Joseph Brueck, doing business as Glossine Chemical Co., New York, N. Y. (Filed Jan. 26, 1923. Used since Jan. 15, 1911.)—Composition of Matter Used for Facilitating the Extraction of Hairs from the faces and hands of human beings.

175,275.—Sears, Roebuck and Co., Chicago, Ill. (Filed Jan. 29, 1923. Used since July 1, 1913.)—Talcum Powders.

175,284.—V. Vivaudou, Inc., New York, N. Y. (Filed Jan. 29, 1923. Used since Jan. 12, 1923.)—Face Powders, Face Creams, Perfumes, Toilet Waters, Rouges, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, and Sachet Powders.

175,285.—V. Vivaudou, Inc., New York, N. Y. (Filed Jan. 29, 1923. Used since Jan. 11, 1923.)—Face Powders, Face Creams, Perfumes, Toilet Waters, Rouges, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, and Sachet Powders.

175,318.—The Mills Brothers Company, doing business as The American Products Company, Cincinnati, Ohio. (Filed Jan. 30, 1923. Used since Sept. 1, 1917.)—Perfume,

Toilet Water, Talcum Powder, Cold Cream, Vanishing Cream, Face Powder, and Sachet Powder.

175,368.—Solon Palmer, New York, N. Y. (Filed Jan. 31, 1923. Used since Jan. 10, 1923.)—Perfume, Toilet Water, and Complexion Powder.

175,373.—Geo. A. Sakele, doing business as Harem Perfume Co., New York, N. Y. (Filed Jan. 31, 1923. Used since Jan. 27, 1923.)—Perfumes.

175,388.—The Evans Chemical Works, Portland, Ore. (Filed Feb. 1, 1923. Used since May 1, 1922.)—Finger Nail Polish, Cleaner, and Tonic.

175,414.—Standard Oil Company, Whiting, Ind., and Chicago, Ill. (Filed Feb. 1, 1923. Used since Mar. 13, 1923.)—Petrolatum.

175,467.—Susanna Crocrot Laboratories, Inc., New York, N. Y. (Filed Feb. 3, 1923. Used since Jan. 12, 1922.)—Perfume, Toilet Water, Sachet Powder, Face Powder, Rouge Compacts, Rouge Cream, Cold Cream, Vanishing Cream, Cleansing Cream, Massage Cream, Skin Tonic, Bleaching Cream, Astringent, Acne Powder, Complexion Meal, Hand Lotion, Hair Tonic, Antiseptic Hot Oil for Scalp, Scalp Stimulant, Scalp Ointment, Shampoo, Brilliantine, Eyebrow and Eyelash Grower, Eyebrow Pencil, Lip Rouge, Lip Pomade, Nail Cream, Nail Polish, Nail Bleach, Tooth Cream, Depilatory Powder, Deodorant, Talcum Powder, Balsam Balm, Solace Powder, Corn Salve, Smelling Salts.

175,468.—Susanna Crocrot Laboratories, Inc., New York, N. Y. (Filed Feb. 3, 1923. Used since Jan. 12, 1922.)—Perfume, Toilet Water, Sachet Powder, Face Powder, Rouge Compacts, Rouge Cream, Cold Cream, Vanishing Cream, Cleansing Cream, Massage Cream, Skin Tonic, Bleaching Cream, Astringent, Acne Powder, Complexion Meal, Hand Lotion, Hair Tonic, Antiseptic Hot Oil for Scalp, Scalp Stimulant, Scalp Ointment, Shampoo, Brilliantine, Eyebrow and Eyelash Grower, Eyebrow Pencil, Lip Rouge, Lip Pomade, Nail Cream, Nail Polish, Nail Bleach, Tooth Cream, Depilatory Powder, Deodorant, Talcum Powder, Balsam Balm, Solace Powder, Corn Salve, Smelling Salts.

175,493.—Houbigant, Inc., New York, N. Y. (Filed Feb. 3, 1923. Used since 1907.)—Toilet Creams.

175,503.—Leander A. Lea, Bossier, La. (Filed Feb. 3, 1923. Used since Nov. 15, 1922.)—Hair Tonic.

175,524.—Maurice Shoepfer, Paris, France. (Filed Feb. 3, 1923. Used since December, 1922.)—Perfumes, Extracts, Toilet Water, Rice Powder, Tooth Powder, Toilet Cream, and Face Lotions.

175,560.—The Keep Komb Co., Atlanta, Ga. (Filed Feb. 5, 1923. Used since Nov. 6, 1922.)—Preparation for Dressing the Hair.

175,593.—Morris H. Askinn, doing business as Trichitone Laboratories, New York, N. Y. (Filed Feb. 6, 1923. Used since Jan. 1, 1923.)—Hair Tonic.

175,642.—Samuel Blanc, doing business as Blanc Manufacturing Co., Philadelphia, Pa. (Filed Feb. 7, 1923. Used since Jan. 4, 1923.)—Antiseptic, Astringent, and Deodorant Mouth Wash.

175,658.—George Webster Jennings, Chicago, Ill. (Filed Feb. 7, 1923. Used since Jan. 1, 1922.)—Face Creams, Lotions, Manicuring Preparations, Perfumes, Toilet Waters, Rouges, Face Powder, Body Powder, Hair Tonic, Liniment, Depilatory, Mouth Washes, Dentifrices, and Shampoo.

175,667.—The Lowell Company, New York, N. Y. (Filed Feb. 7, 1923. Used since Mar. 1, 1921.)—Compacts for Face Powder.

175,752.—X-Tol Products Company, Dayton, Ohio (Filed Feb. 8, 1923. Used since Feb. 1, 1923.)—Lotion for the Scalp, Face, and Hands.

175,850.—Peter Ciepiela, Fall River, Mass. (Filed Feb. 10, 1923. Used since Dec. 2, 1922.)—Hand Soap.

175,877.—Clifford C. Marshall, Vincennes, Ind. (Filed Feb. 10, 1923. Used since Nov. 25, 1922.)—Medicinal Ointment for the Treatment of the Scalp and Hair.

175,918.—Conde, Perfumer, New York, N. Y. (Filed Feb. 12, 1923. Used since Jan. 22, 1923.)—Face Powders, Face Creams, Perfumes, Toilet Waters, Rouges, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, and Sachet Powders.

175,920.—Coty, Inc., New York, N. Y. (Filed Feb. 12, 1923. Used since 1909.)—Perfumes.

175,941.—Percy E. Page, New York, N. Y. (Filed Feb. 12, 1923. Used since Feb. 6, 1923.)—Face Powders, Face Creams, Perfumes, Toilet Waters, Rouges, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, and Sachet Powders.

175,942.—The Palmolive Company, Milwaukee, Wis. (Filed Feb. 12, 1923. Used since Dec. 22, 1922.)—Face Powder.

176,140.—Western Bottle Manufacturing Company, Chicago, Ill. (Filed Feb. 16, 1923. Used since Jan. 30, 1922.)—Powder Puffs.

176,145.—Western Bottle Manufacturing Company, Chicago, Ill. (Filed Feb. 16, 1923. Used since July 15, 1921.)—Powder Puffs, Toothbrushes, Hairbrushes, Hand Brushes, and Clothes Brushes.

176,262.—Foley & Company, Chicago, Ill. (Filed Feb. 19, 1923. Under ten-year proviso. Used since Jan. 1, 1885.)—Lemon and Vanilla Extracts and Essence of Peppermint Flavor.

176,272.—Mountain State Laboratories, Wheeling, W. Va. (Filed Feb. 19, 1923. Used since Jan. 17, 1923.)—Hair Dressing.

177,352.—Bonded Products Corporation, New York, N. Y. (Filed Mar. 13, 1923. Used since Oct. 20, 1922.)—Soap and Soap Products.

177,353.—Bonded Products Corporation, New York, N. Y. (Filed Mar. 13, 1923. Used since Oct. 20, 1922.)—Soap and Soap Products.

177,856.—Florence N. Lewis, doing business as Elizabeth Arden, New York, N. Y. (Filed Mar. 22, 1923. Used since Aug. 8, 1916.)—Rouge or Powder.

177,905.—The N. K. Fairbank Company, New York, N. Y. (Filed Mar. 23, 1923. Used since Feb. 28, 1923.)—Common Soap.

178,142.—J. Bond Smith, Washington, D. C. (Filed Mar. 27, 1923. Used since Mar. 26, 1923.)—Soap.

DESIGNS PATENTED

62,362.—Container for Toilet Creams and the Like. William B. James, Los Angeles, Calif. Filed Mar. 17, 1922. Serial No. 1,221. Term of patent 14 years.

62,399.—Bottle. Fernand Javal, Paris, France. Filed Aug. 3, 1922. Serial No. 3,279. Term of patent 14 years.

62,434.—Face-Powder Box. Thomas J. Newlyn, El Paso, Tex. Filed July 5, 1922. Serial No. 2,971. Term of patent 7 years.

62,443.—Vanity Case. Theodore W. Foster, Providence, R. I., assignor to Theodore W. Foster and Brother Company, a Corporation of Maine. Filed Aug. 23, 1922. Serial No. 3,531. Term of patent 3½ years.

TRADE-MARK REGISTRATIONS GRANTED

(Act of Mar. 19, 1920.)

(These registrations are not subject to opposition.)

168,295.—William J. Scott, doing business as Scott's Laboratories, Chicago, Ill. (Filed Nov. 9, 1922. Serial No. 171,765. Used since 1910.)—Face Cream, Face Powder, Talcum Powder, Rouge, Face-Powder Compact, Lip Sticks, Eyebrow Pencils, Liquid Dandruff Remover, Hair Tonic; Liquid Brilliantine, a Hair Dressing; Jelly Brilliantine, a Hair Dressing; Bandoline, a Paste Used as a Hair Fixative; Liquid Hair Coloring, Liquid Hand Lotion, Liquid Nail Polish, Manicure Oil, Nail Bleach (Dry and Paste), Cuticle Cream, Astringent Lotion, Liquid Skin Bleach, Liquid Face Powder, Depilatory Powder, Toilet Waters.

168,310.—Sara R. Glassmire, doing business as Infaltable Hair Color Restorer Co., Philadelphia, Pa. (Filed Dec. 13, 1922. Serial No. 173,282. Used since Feb. 4, 1898.)—A Preparation for Restoring Hair.

168,495.—Florence N. Lewis, doing business as Elizabeth Arden, New York, N. Y. (Filed Jan. 11, 1923. Serial No. 174,471. Used since Aug. 8, 1916.)—Powder, Rouge, and Lip Sticks.

168,496.—Florence N. Lewis, doing business as Elizabeth Arden, New York, N. Y. (Filed Jan. 11, 1923. Serial No. 174,468. Used since Aug. 8, 1916.)—Face Cream.

168,497.—Florence N. Lewis, doing business as Elizabeth Arden, New York, N. Y. (Filed Jan. 11, 1923. Serial No. 174,466. Used since Aug. 8, 1916.)—Depilatories.

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168,498.—Florence N. Lewis, doing business as Elizabeth Arden, New York, N. Y. (Filed Jan. 11, 1923. Serial No. 174,465. Used since Aug. 8, 1916.)—Skin-Cleansing Cream.

168,499.—Florence N. Lewis, doing business as Elizabeth Arden, New York, N. Y. (Filed Jan. 11, 1923. Serial No. 174,464. Used since Aug. 8, 1916.)—Nail Polish and Hand Cream.

168,500.—Florence N. Lewis, doing business as Elizabeth Arden, New York, N. Y. (Filed Jan. 11, 1923. Serial No. 174,461. Used since Aug. 8, 1916.)—Rouge and Powder.

168,501.—Florence N. Lewis, doing business as Elizabeth Arden, New York, N. Y. (Filed Jan. 11, 1923. Serial No. 174,460. Used since Aug. 8, 1916.)—Powder, Rouge, and Lip Sticks.

168,502.—Abraham P. Loesberg, New York, N. Y. (Filed Jan. 6, 1923. Serial No. 174,252. Used since Jan. 1, 1921.)—A Tooth Enamel Applied to the Outer Surface of Teeth to Whiten and Improve Their Appearance.

169,022.—Emil Corety, Freeport, N. Y. (Filed Sept. 15, 1922. Serial No. 169,474. Used since Feb. 1, 1922.)—Hair Tonic.

169,034.—Raymond Ely Meyer, doing business as the Raymond E. Meyer Company, New York, N. Y. (Filed Apr. 18, 1922. Serial No. 162,496. Used since Apr. 5, 1922.)—Soap.

169,090.—Florence N. Lewis, doing business as Elizabeth Arden, New York, N. Y. (Filed Mar. 22, 1923. Serial No. 177,885. Used since Aug. 8, 1916.)—Skin Lotion.

169,108.—The J. B. Williams Company, Glastonbury, Conn. (Filed Feb. 12, 1923. Used since Jan. 24, 1922.)—Shaving Sticks.

169,109.—Florence N. Lewis, doing business as Elizabeth Arden, New York, N. Y. (Filed Feb. 7, 1923. Serial No. 175,666. Used since Jan. 2, 1918.)—Perfumes.

169,110.—William Horstmann, Fall City, Nebr. (Filed Feb. 6, 1923. Serial No. 175,606. Used since Jan. 1, 1922.)—Skin Lotion.

169,116.—The Peroxide Chemical Co., St. Louis, Mo. (Filed Jan. 8, 1923. Serial No. 174,332. Used since February, 1911.)—Toilet Cream.

169,118.—E. Daltroff & Cie., doing business as Parfumerie Caron, Paris, France, assignor to Caron Corporation, a Corporation of New York. (Filed Dec. 28, 1922. Serial No. 137,917. Used since Oct. 15, 1922.)—Perfume, Toilet Water, Rouges, Face Powders, Talcum Powder, Brilliantine, Sachet Powder, and Dentifrices.

169,125.—Lemuel H. Peirson, Los Angeles, Calif. (Filed Oct. 26, 1922. Serial No. 171,230. Used since Mar. 6, 1919.)—Face-Powder Cakes.

PATENTS GRANTED

1,455,015.—Soap. Frederick C. Atkinson, Indianapolis, Ind., assignor to American Hominy Company, Indianapolis, Ind., a Corporation of New Jersey. Filed Apr. 5, 1919. Serial No. 287,856. 2 Claims. (Cl. 87.5.)

1. A toilet soap consisting of toilet soap stock combined in an intimate mixture with corn meal and finely ground corn-cob cellulose, substantially as set forth.

1,455,432.—Vanity Case. Carroll E. Dodson, Kansas City, Mo., assignor, by mesne assignments, of one-half to Union Pharmacal Company, a Corporation. Filed July 5, 1922. Serial No. 572,767. 2 Claims. (Cl. 132-83.)

2. A vanity box comprising a bottom member, a hinge plate projecting upward from said member, a lid member having a hinge plate hinged to the first-named hinge plate and adapted for movement in a vertical plane, and an intermediate member pivoted to the bottom member and adapted for horizontal swinging movement to expose the interior of said bottom member or to cover said member; said first-named hinge member and the wall of the intermediate member having a cavity and a protuberance for engagement when the intermediate member is occupying a position upon and covering the bottom member.

1,455,647.—Combination Vanity Box. Simon Morrison, New York, N. Y. Filed Sept. 28, 1922. Serial No. 591,017. 4 Claims. (Cl. 132-83.)

1. A combination vanity case, comprising a central box and two outside boxes, said two outside boxes closing on

said central box in a telescopic manner; a unitary hinge construction to rotatably connect said three boxes; a powder compact or similar cosmetic preparation at one side of said central box and a mirror surface at the other side; a partition in one of said outside boxes, said partition having recesses therein to receive cosmetic preparations and the like; a mirror surface at the bottom of the other one of said outside boxes, and releasable means to keep said outside boxes in a closed position on said central box.

1,456,450.—Vanity Case. William G. Kendall, Newark, N. J. Filed Jan. 4, 1923. Serial No. 610,615. 2 Claims. (Cl. 132-83.)

1. In a cover construction for vanity cases, a cover member having angular faces adapted to form a support for a mirror or the like, a bead formed in said cover and inwardly disposed with respect thereto, and a bezel of resilient metal adapted to be received behind said bead and exert sufficient pressure on the mirror to retain the same in contact with the aforesaid angular faces.

1,456,454.—Toilet Case. William Lindenmayer, New York, N. Y. Filed Dec. 13, 1922. Serial No. 606,614. 2 Claims. (Cl. 132-83.)

1. A toilet case comprising a relatively long tubular body portion adapted for receiving a relatively long powder compact and having its forward end open, a feeding element mounted at the rear end of the powder compact within the tubular body portion to advance the same forwardly and having angularly arranged resilient extensions which are inclined rearwardly and have frictional engagement with the inner wall of said tubular body portion, said angularly arranged extensions permitting of the forward movement of the feeding device while opposing its rearward movement with respect to the tubular body portion, means extending exteriorly of the tubular body portion, to move the feed device forwardly within the tubular body portion, a rouge compact receiving receptacle pivotally connected with the forward open end of the tubular body portion and having its bottom adapted to cover the same, and a lid pivotally connected with the open end of the rouge receptacle to cover the same and provided upon its inner side with a mirror.

1,457,179.—Machine for the Manufacture of Collapsible Metal Tubes. John A. McGinnis, Wheeling, W. Va., assignor to Wheeling Stamping Company, Wheeling, W. Va., a Corporation of West Virginia. Filed June 28, 1921. Serial No. 481,042. 22 Claims. (Cl. 29-38.)

1. The combination with a machine for threading the necks of collapsible metal tubes and for trimming the tubes, of cap feeding and attaching devices operating in co-relation with the threading and trimming devices, to apply caps to the threaded necks of the tubes while the tubes are still on the machine, substantially as described.

1,457,925.—Vanity Case. Laurence P. Dickey, Mountain Lakes, N. J. Filed Apr. 22, 1922. Serial No. 556,046. 11 Claims. (Cl. 132-83.)

11. In a vanity box containing a mirror and means to carry cosmetics, an opening through the outer wall of said box and an insert supported in the case and exposed through the opening.

NEW TRADE NAMES REGISTERED

As no protest has been received within the thirty days allowed for that purpose, the following trade names have been granted registration with the Trademark Bureau of the American Drug Manufacturers' Association, the registration of trade names that are not yet on the market being only tentative as provided under A-11-4 of the regulations governing the bureau.

Ergophene: Offered by the Upjohn Co., Kalamazoo, Mich., as ointment for skin diseases. Not yet in use.

Radio: Offered by H. K. Mulford Co., Philadelphia, as medicinal products both human and veterinary. Not in use.

Salhydrionic: Offered by the Upjohn Co., Kalamazoo, as a granular effervescent salt. Not yet in use.

(Applications for Registrations Withdrawn.)

H. K. Mulford Co., Philadelphia, have withdrawn their application for the registration of "Radio" as applied to toilet articles.

Nelson, Baker & Co., Detroit, have withdrawn their application for the registration of "Pep."



BULGARIA

THE 1923 OTTO OF ROSE CROP.—The outlook of the crop is promising at this time (May 20). The rose bushes have sustained little, if any, damage from the long and severe winter, thanks to the heavy falls of snow. A cold snap in early April, which damaged the rose bushes in the lowlands, has delayed the crop by at least ten days. Last year's rose harvest began on May 16. This year it will hardly begin before May 25. Since April 10 the rose bushes have been favored with ideal weather. The general expectation is that the 1923 crop, if not larger, will be as good as last year's. Should the weather during the entire distillation period be propitious, the new crop is bound to be superior in every respect to the crop 1922. As all of last year's crop was sold, the demand for flowers is bigger and the price will be higher, especially as rose flowers in Grasse have advanced 150 per cent. (from 1 franc to 2½-3 francs) per kilo. The flowers realized last year 5 leva, equal to 40 French centimes. This year the price will certainly be 50 centimes—six times less than the price of the Grasse rose flowers. The slight advance is reasonable, and aims to encourage better care of the rose plantations. No big advance is expected in the price of the new otto.

Another correspondent says that the distillation of the flowers is in progress under favorable climatic conditions. But the new crop is stated by this correspondent to be less abundant than the preceding one. Moreover, the high cost of fuel and labor, the recovery of the Bulgarian leva, due to the reduction of the reparation debt, and the increase in exports, indicate considerably higher prices. Already, one important house of distillers has fixed its purchases of roses at a price 50 per cent higher than last year, and has paid 6 levas per kilo for roses, for which previously it paid 4 levas.

Under the auspices of the agrarian government, there are being formed in the villages co-operative societies of the producers of otto of rose. These societies will be accorded special privileges, and will receive both moral and financial support from the State Bank. The object is to enable them to control the export trade, but it is too early to say what success will attend the effort to monopolize the otto of rose industry.

[The above reports were written before the recent government upheaval in Bulgaria, which, it is believed will have no effect on the otto of rose situation, as the crop undoubtedly was all harvested before the crisis arose and there are ample stocks in this country for all current requirements.—Ed.]

INDIA

SACCHARIN DUTY.—A specific import duty of 20 rupees per lb. has been imposed in India on saccharin (except in

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THE MARKET

Essential Oils, Aromatic Chemicals, Etc.

Following closely on the heels of the slump in values which brought many of the important essential oils to below their pre-war normals and reduced many others to practically pre-war levels, there has been a marked improvement in the condition of the markets. Prices have recovered materially from the pressure which caused the slump and are now slowly moving forward to levels more compatible with the values of other raw products entering into the perfumery and soap industries. Naturally, there are exceptions to this rule of firmness and advancing values but they stand out boldly in contrast to the general list of products.

In short, conditions are materially better in the essential oil trade than they were early this year, and the improvement seems likely to continue for some time to come. Quality products which were hit hard by the slump in values have recovered more rapidly than the general run of oils offered at this or that in the market. Buyers are showing more discrimination in their purchases and it seems virtually certain that intelligent buying methods will slowly effect the elimination of doubtful and adulterated materials which have long been the bane of the essential oil business.

Conditions in the floral oils have not altered materially during the past month. Crops have been about normal, perhaps smaller than normal in rose, jasmin, and some of the other floral products. In fact, with very few exceptions, the course of the markets for these products should be toward slightly higher levels, when considered from the standpoint of production and supplies. Only in the case of neroli does there seem to be prospect of lower values during the present season. The crop of this item was originally estimated as being an exceptionally large one and prices have felt the effects of this condition. More recently, serious wind damage has been reported and values have shown a tendency to recover but on the whole, they are materially lower than they were a month ago.

The other floral essences are and seem likely to be firm throughout the season. Offers for import are none too heavy and are held at uniformly high prices where quality products are concerned. Buyers can, of course, pick up odd lots at below the general market levels, but these are likely to vary considerably in quality and some of the samples seen in the market of late have been of decidedly doubtful character.

The group of seed oils has been strong throughout the month and seems likely to continue so. Reports on the raw materials markets have been distinctly bullish and with the summer season of consumption at hand, there seems to be very little chance of lower prices on the principal members of this group. Offers of oils for import and also of domestic production are restricted owing to the high price of raw materials. The resultant high prices have limited purchasing of seed oils materially, but this has apparently not affected the market at all. There is little prospect of lower levels and in some instances, much higher quotations would not be surprising.

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PRICES IN THE NEW YORK MARKET

(Quotations on this page are those made by local dealers, but are subject to revision without notice)

(See last page of Soap Section for Prices on Soap Materials)

ESSENTIAL OILS

Almond, Bitter, per lb ..	\$4.00@	\$4.25
Almond, S. P. A.	4.25@	4.50
Almond, F. F. C. "art" ..	2.25@	
Almond, Sweet True ..	.37@	.40
Almond, Apricot Kernel.	.25@	.29
Amber, crude80@	
Amber, rectified	1.00@	1.10
Amyris, balsamifera ..	4.00@	
Anise, "lead free U.S.P." ..	.52@	
Aspic (spike) Spanish ..	.75@	.90
French	1.15@	1.25
Bay, Porto Rico	2.60@	2.70
West Indies	2.60@	2.70
Bergamot, 35-36 per cent ..	2.75@	
Birch sweet N. C.	2.10@	2.25
Penn. and Conn.	3.50@	4.00
Birchtar, crude50@	.55
Birchtar, rectified	1.00@	
Bois de Rose, Femelle ..	3.00@	
Cade, U. S. P. "IX" ..	.45@	.50
Cajeput, Native U. S. P. ..	.85@	.90
Calamus	4.25@	
Camphor, Jap, "white" ..	16 1/2@	.17
Cananga, Java	2.50@	
Cananga, Java rectified.	3.50@	3.75
Caraway Seed, rectified.	7.50@	
Cardamom, Ceylon	25.00@	
Carvol	12.00@	15.00
Cassia, rectified, U.S.P.	3.25@	3.50
Cedar Leaf	1.15@	1.25
Cedar Wood27@	.28
Celery	10.00@	11.00
Cinnamon, Ceylon	12.00@	15.00
Citronella, Ceylon72@	.74
Citronella, Java90@	.95
Cloves, Bourbon	2.75@	
Cloves, Zanzibar	2.05@	2.15
Copaiba40@	
Coriander	21.00@	23.00
Croton	1.15@	1.20
Cubeb	6.00@	6.25
Cumin	15.00@	
Dillseed	5.00@	6.50
Erigeron95@	
Eucalyptus, Aus., "U.S.P." ..	.52@	.55
Fennel, Sweet	1.25@	
Geranium, Rose Algerian ..	8.00@	9.00
Geranium, Bourbon	6.50@	6.75
Geranium, Turkish (palma rosa) ..	4.75@	
Ginger	6.00@	
Gingergrass	3.00@	
Guaiac (Wood)	4.85@	
Hemlock	1.60@	1.75
Juniper Berries, rectified ..	1.35@	1.50
Lavender, English	32.00@	
Lavender, U. S. P. "IX" ..	2.85@	3.00
Lemon80@	1.00
Lemon "Calif"85@	
Lemongrass90@	
Limes, distilled90@	1.00
Limes, expressed	1.75@	1.85
Linaloe	2.25@	2.35
Mace, distilled	1.00@	
Mirbane15@	
Mustard, genuine	17.00@	
Mustard, artificial	2.50@	2.75
Neroli, Bigarade, Pure ..	90.00@	
Neroli, Petale, extra ..	60.00@	
Nutmeg	1.00@	
Opopanax	28.00@	
Orange, bitter	2.80@	
Orange, sweet, W. Indies ..	2.90@	
Orange, sweet, Italian ..	3.50@	3.75
Orange, Calif.	3.25@	

DERIVATIVES AND CHEMICALS

Acetophenone	4.75@	
Amyl Salicylate, dom ..	1.50@	
Amyl Salicylate, foreign ..	1.75@	
Anethol	1.35@	1.50
Anisic Aldehyde, foreign ..	4.50@	
Domestic	3.75@	
Benzaldehyde, domestic U. S. P.	1.65@	
Benzaldehyde, F. F. C. domestic	2.00@	2.10
Benzilideneacetone	3.00@	4.00
Benzyl Acetate, domestic	1.50@	1.65
Benzyl, Acetyl, foreign	1.75@	2.00
Benzyl Alcohol	1.65@	
Benzyl Benzoate	1.85@	2.00
Borneol	3.00@	
Bornylacetate	4.25@	
Bromostyrol	4.75@	
Carvol	12.00@	15.00
Cinnamic Acid	3.00@	3.50
Cinnamic Alcohol	12.00@	16.00
Cinnamic Aldehyde	3.50@	3.75
Citral, C. P.	2.75@	
Citronellol, domestic	7.00@	8.00
Citronellol, foreign	12.00@	
Cumarin, natural	15.00@	
Cumarin, artificial, domestic	4.65@	4.75
Cumarin, artificial, for.	5.50@	
Diphenylmethane	2.25@	2.50
Diphenyloxide85@	.90
Ethyl Cinnamate	5.50@	
Eucalyptol80@	.85
Eugenol	3.25@	3.75

GERANIOL, domestic

Geraniol, foreign	3.75@	4.00
Geranyl-Acetate	5.00@	
Heliotropin, domestic	2.25@	
Indol, C. P.	4.50@	5.00
Iso-Butyl-Salicylate		nominal
Iso Eugenol	5.00@	6.50
Linalool	5.00@	
Lily Base (Hydroxycitronellal)	11.00@	15.00
Linalyl Acetate	8.75@	
Linalyl Benzoate		nominal
Methyl Acetophenone	6.00@	
Methyl Anthranilate	4.50@	
Methyl Cinnamate	5.50@	
Methyl Eugenol	8.50@	9.00
Methyl Heptene Carbon	44.00@	45.00
Methyl Iso Eugenol	14.50@	
Methyl Paracresol	6.50@	
Methyl Phenylacetate, Art. Honey Aroma	6.50@	
Methyl Salicylate60@	.65
Musk Ambrette	14.00@	15.00
Musk Ketone	13.50@	14.00
Musk Xylene	3.50@	
Nerol	48.00@	
Nonylic Alcohol		nominal
Phenylacetaldehyde	10.00@	12.00
Imported	12.00@	14.00
Phenyl Ethyl Acetate	20.00@	
Phenylethylic Alcohol	8.50@	9.00
Phenylacetic Acid	3.50@	
Rhodinol, domestic	18.00@	22.00
Rhodinol, foreign	18.50@	22.00
Safrol60@	
Skatol, C. P.	8.00@	
Terpineol, C. P., dom60@	.80
Terpineol, C. P., imp., tb.85@	1.00
Terpinyl Acetate	1.75@	
Thymol	3.25@	3.75
Vanillin41@	.43

BEANS

Tonka Beans, Para95@	1.00
Tonka Beans, Angostura	2.00@	2.25
Vanilla Beans, Mexican	9.00@	12.00
Vanilla Beans, cut	6.00@	6.50
Vanilla Beans, Bourbon whole	5.00@	
Vanilla Beans, Bour. cut	4.50@	5.00
Vanilla Beans, Tahiti yellow label		nominal
White label		nominal

SUNDRIES

Alcohol Cologne spts. gal ..	4.77@	4.90
*Ambergris, black ..	10.00@	18.00
Ambergris, gray ..	28.00@	
Chalk, precipitated03 1/2	6 1/2
Civet horns	2.65@	
Lanolin hydrous23@	.24
Lanolin anhydrous25@	.31
Menthol	9.75@	10.25
Musk, Cab. pods ..	.oz.)	nominal
Musk, Cab. grains ..	.oz.)	nominal
Musk, Tonquin, gr. ..	.oz.)	39.00@
Musk, Tonquin, pods ..	.oz.)	23.00@
Orris Root, Florentine, whole09@ .11
Orris Root, Powdered12@ .15
Rice Starch16@
Talc, Italian ..	(ton)	45.00@ 60.00
Talc, French ..	(ton)	25.00@ 50.00
Talc, domestic ..	(ton)	18.00@ 40.00

* Nominal.

THE MARKET

(Continued from page 204)

Spice oils have been irregular. The slump in general business has affected buying of some of them materially. On the other hand, conditions in the primary markets and especially troubles in China have brought about rising prices and scarcity of some of the principal materials on the list. Instances of these two tendencies are to be seen in the cases of citronella and cassia. Citronella is not moving and importers are very susceptible to bidding by prospective purchasers. Lots held in the New York market and at primary points can be had at somewhat below recently prevailing market quotations. Cassia on the other hand, has been very strong throughout the month. Difficulty in securing goods for shipment from China has caused a serious scarcity of oil and prices have advanced more than fifty per cent within a very short period. The end of this advance is not yet in sight. On the whole, however, it may be said that spice oils are firm. Far East products have been and are uniformly strong for shipment and there is little pressure to sell among the holders of high grade materials. Prospects for lower levels or for easier conditions in the markets do not seem to be very bright.

The Messina group has been strong during the month, owing to the opening of heavier consumption as the weather improved. Shipment prices and those on spot as well have advanced and are now considerably above the recently quoted prices. Demand has been good and while speculative parcels of rather doubtful quality have been available at all times below the market, standard brands whose quality and uniformity has been tested by time are uniformly high and are very firmly held. Buyers have shown their preference for these oils to a greater extent during the present season than usual. The domestic products of this class are said to be moving well and some excellent contract business has been placed by the manufacturers. The quantities available are not large, however, and in general the domestic products have followed the market for Italian goods closely.

Prospects for the season's business in essential oils seem to be excellent. Buying has improved considerably since the markets began to recover. Conditions in the consuming industries are not yet of the best, but there is a noticeable improvement with the buyers as well as with the sellers. In general, business activity has not suffered as heavily in most lines as it has in the crude materials markets. Prices on raw materials of all sorts have been re-deflated during the last few weeks. The process seems to be about over and the trade is looking forward to increased business and regained prosperity. Evidences of improvement are seen in the number and size of the inquiries and orders and in the firmness and general upward trend of prices. Buyers need not fear that their markets will drop to any extent during the next few months. In fact, all signs point to prosperous business and firm prices throughout the remainder of the summer.

Synthetic and Aromatic Chemicals

The markets during the month have witnessed very few price readjustments on the part of the domestic manufacturers of synthetics. In general, the tone has been very firm. Competition or improved methods of manufacture have led to economies in a few items, but these stand out prominently in contrast to the list as a whole. The costs of manufacture of American synthetics have been reduced about as far as it is reasonable to expect them to under present conditions. Labor, raw materials, overhead, are all very high and are not moving toward lower levels. About the only improvement which can be expected in the way of economy is an increase in yields. This is a slow process and one of which the effects will not be felt immediately.

The scarcity of coal tar crudes and intermediates and the high prices which manufacturers are forced to pay for their supplies of these products has affected costs in the coal tar group materially of late. This has been passed on in the price situation to some extent but more recently, the markets for the crude materials have turned easier and hence the full effect of the advances is not likely to be felt by the ultimate purchaser of synthetics.

Foreign synthetics are moving toward higher levels. Stocks of goods which were accumulated before the passage of the tariff have been pretty well exhausted and with duties ranging from 45 per cent to 60 per cent *ad valorem* the costs of importing goods have become almost prohibitive. Higher prices may be expected on the foreign synthetics, the actual levels depending principally upon the condition of supplies here and upon future import costs.

Standardization of the quality of American synthetics is going on rapidly and while values still show a wide range as to seller and quality, this unfavorable situation is rapidly being overcome.

On the whole, prices of American goods are likely to continue very firm during the next few months, owing to the continued high costs and slight prospect of their material reduction. Values on foreign goods may be expected to continue to advance as stocks accumulated here in advance of the tariff are absorbed.

Vanilla Beans

There is no reason to expect lower prices on vanilla beans. Values have been high for the last two years and there is every reason to expect that they will continue high during the present season. Reports from Mexico indicate great damage to the crop from cold and winds. These reports could not have been put out as propaganda for the Mexican crop has already been absorbed for the year and the growers and holders in Mexico have no reason for strengthening the market after the sale of their goods. Bourbons have been bought in large volume and stocks in Marseilles are practically exhausted. Goods are being quoted very firmly by dealers and importers and are moving out rapidly both on contract and through current sale. Small offers of Java beans have been made to this market and have been snapped up quickly by users of this quality. On the whole, values show a decided tendency toward higher levels and there are predictions of even higher prices than those of last year. First offers of Mexicans in a large way from the new crop have brought \$8.75 between dealers in New York. To the consuming trade, prices of \$11 have been made on very large business.

Sundries

In general conditions have displayed little change during the last month. Values throughout the market have been very firm. There has been an excited market in menthol due to the fact that supplies of nearby shipments are closely held by bullish factors in Japan. The bearish interests in Japan have sold heavily in distant positions and at low prices, but they are beginning to hedge to some extent as nearby positions hold up to high levels. On spot, the market has advanced rapidly to at least \$9 per pound and some predict even higher levels. The new crop is variously reported as extremely large and a part failure. This information cannot be considered reliable, coming as it does from parties directly interested in either higher or lower prices. On the whole, there seems to be a prospect for lower prices in the distant positions and possibly by next spring on spot. Before that time, high prices may be expected for the bullish operators are in control of the situation.

FOREIGN CORRESPONDENCE

(Continued from page 204)

tablets). The budget statement, which became effective March 1, also provides for a duty of 25 per cent *ad valorem*, or 20 rupees per lb. of saccharin content, whichever is higher, on saccharin tablets, in place of the former duty of 25 per cent *ad valorem* on all saccharin products. (A rupee is about 31 cents American money.)

PALESTINE

DUTY ON PERFUMES.—According to the provisions of Ordinance No. 3 of 1923, in future an *ad valorem* duty of 25 per cent will be levied on all perfumes imported into Palestine. The supplementary rate introduced in 1921 is abolished.



SOAP EXPORTS ARE REVIVING

Exportations of soap by American manufacturers seem to be increasing, judging by the figures for the ten months ending April 30, which are now available, although the total for the period ending in 1923 is \$6,990,432, as against \$7,223,899, for the corresponding time in 1922, a decrease of \$233,899. The following table shows the division of soap exports for the ten months:

Months—	Toilet, Fancy	Laundry	Other Soap
April, 1923	\$334,965	\$367,630	\$89,636
March, 1923	335,193	452,742	153,741
February, 1923	275,077	406,661	172,827
January, 1923	254,252	358,428	106,184
December, 1922	211,013	399,371	149,715
November, 1922	333,392	355,806	111,557
October, 1922	281,824	504,898	102,122
September, 1922	285,372	364,167	120,192
August, 1922	215,680	495,216	93,675
July, 1922	189,047	378,936	112,023

Despite the decrease in gross total for the period, the returns for the first four months of this year show fair gains, the monthly totals being as follows: January, \$718,864, an increase of \$217,024 over the month a year ago; February, \$754,565, a gain of \$136,335; March, \$941,676, an excess of \$84,099; April, \$792,231 an increase of \$90,560. So the total gains for the four months of this year are found to amount to the encouraging sum of \$528,018.

Going ahead on the above basis our exports may get back to nearer normal this year, but it will be a drive to reach the figures that ought to be attained.

It will be recalled that for the calendar year 1922 the exports were \$8,913,110, which was \$124,175 less than the calendar total of \$9,037,285 for 1921.

Some of the April items, with March figures following in parenthesis: England, \$162,402 (\$60,715); Canada and provinces, \$101,137 (\$137,106); Mexico, \$176,320 (\$147,434); Cuba, \$79,707 (\$62,941); Argentina, \$37,927 (\$54,555); Hongkong, \$15,181 (\$2,683); Australia, \$45,924 (\$37,244).

German Potash Records Broken

All records for the production of German potash were broken during 1922 it was revealed June 1 in the publication of the annual reports of the three producing concerns, the Salzdefurth, Aschersleben and Westerelde. The total potash marketed was 12,955,433 double centners, as compared with 11,103,694 in 1913, the previous record year, and with 9,211,814 in 1921. (A centner is slightly more than 110 pounds.)

Foreign buyers took 25.6 per cent of last year's production, as against 16.6 per cent in 1921 and 45.0 per cent in 1913. The American market is reported in Berlin as particularly favorable. Potash prices at the end of December last were 800 times those obtained before the war.

A large deposit of potash is reported to have been discovered near Dannenburg while prospectors were drilling for oil. The deposit is expected to yield rich returns. It is believed to cover a hitherto untapped oil field.

IS THE SOAP BUSINESS IMPROVING?

There have been attempts to generalize in regard to the soap industry, but they can hardly be called successful. Generalization with respect to an industry so widely diversified as that of the manufacture and distribution of soaps is not only dangerous but practically foredoomed to failure. Hence, the question as to whether the soap business is improving or not at any definite date is fraught with danger to the oracle which attempts to answer it. There are times when laundry and toilet soaps are booming and industrial soaps are standing still. Viewed from the standpoint of a short period of time, it can only be said that the question propounded in the title to this article cannot be answered with a definite affirmative or negative. Only by considering the state of the industry and the trade over long periods can any answer be given.

However, business throughout the soap industry as a whole has apparently turned the corner of depression and is advancing with rapid strides along the pathway to real prosperity. The condition of the business since last autumn has been excellent. That it is not quite so good at the moment is generally conceded, but there are few who believe that a slump, caused probably by the attempt of the financial world to nip threatened inflation in the bud, will be more than temporary. A brisk demand, which taxes the manufacturers to capacity cannot be expected to continue without an occasional setback. Nor should these setbacks be considered too seriously. There is ample evidence to prove that the soap industry in general is not taking its present slight setback too seriously and that it is planning to go forward during the remainder of the year toward the goal of continued prosperity.

It is no wonder under the circumstances that officials of the large manufacturers prefer to be very reticent in regard to the prospects for business. Each of these can view only his own particular line, whether it be toilet goods, laundry soaps, or what not. A prominent official of Colgate & Co. said recently in this connection that he could not speak with authority in regard to the industry as a whole, nor did he believe that anyone in the industry would venture such an opinion. In regard to his own line, he could only say that business had been excellent, but was not quite so good now. Others who were interviewed expressed themselves in much the same way.

Taken over a long period of time, however, it may be said without fear of successful contradiction that the soap business has improved tremendously and that it is by no means approaching the limits of possible accomplishment. The recent census of manufacturers in the United States proves beyond doubt that the progress of the industry during the period of the war and since has been satisfactory

in the extreme. The figures compiled by the government in this work show that the industry has made practically a ninety per cent gain since 1914 in value of its products. A part of this gain can be traced to the higher prices which are now being paid for practically all soaps, but that a larger part of it is due to increased tonnage of actual production cannot be doubted. While by no means first on the list of gains shown by this industrial census, the soap industry is well up in the list and its gain has been something more than the average.

A fairly accurate reflection of conditions in the industry may also be secured from a consideration of the market for the raw materials entering into the manufacture of soaps. It is no secret in chemical circles, for example, that the contract season for caustic soda for delivery during 1922 was disappointing to the manufacturers of this product. They sold contracts, of course, for the soap industry is forced to protect itself in this way in order to estimate its costs with some degree of accuracy; but these contracts were below normal both in number and in size. Officials of prominent manufacturers of this particular raw material are authority for the statement that the contract season preceding the year 1922 was no better than 70 per cent of normal.

But 1923 was quite another year. Beginning early in September of 1922, when prices were first announced by the chemical manufacturers, there was a rush to purchase on the part of the soap industry. The sale of caustic soda over 1923 during the period from September until the close of the year was above normal. Reliable figures, showing average sales, kept by one prominent manufacturer placed the contract season at 112 per cent for delivery during 1923. This was the largest year the industry has had with the single exception of 1920 and excluding wartime sales, the bulk of which did not enter into the soap trade. It would seem that these figures could indicate but one thing; namely, that the soap industry had every confidence in its own future and especially in that part of its future which lay within the limits of 1923.

The exports of soaps of all kinds are materially greater now than they were in normal pre-war times. Despite the slump in certain other lines, caused by chaotic conditions in foreign countries to which the United States exports, merchandise, the recent soap trade totals have been gratifyingly steady. Latest returns by the Department of Commerce indicate a slight increase in foreign sales during April. The British trade returns for the same period also show an improvement in the soap export trade over that of a year ago. It would seem that this indicates a healthier condition than if the manufacturers in this country were securing foreign business at the expense of some of their principal competitors. Such a condition might indicate unfavorable competitive conditions, price cutting, and other evils. The fact that both British and American producers are experiencing a healthy gain in export trade would seem to prove that export conditions in the industry were really improving and that manufacturers might look forward to a continued increase in their business.

Foreign manufacture of soaps of all sorts is gradually increasing. Recent official reports both of our own government and that of Great Britain show increased activity in the manufacture of soaps in countries where heretofore its manufacture has been decidedly limited. This is especially true in the Far East. It may be pointed out that this has been accomplished without injury to the export trade of any of the principal producers. Their markets are apparently untouched by the greater manufacturing activities of their native competitors. World consumption is showing a steady increase and there can be little doubt that even the establishment of competitive factories in various countries will be an aid and not a hindrance to the world trade of the United States manufacturer.

Little can be said as to immediate conditions in the business. The condition of general business at the moment is hardly conducive to heavy sales of any kind of merchandise. There is a general feeling that prices are too high, or at least, that advances in prices should be checked and checked hard in the interests of continued prosperity and sound business expansion. Trade in all lines was excellent during February and March. It slumped some in April

(Continued on page 213)

SOAP IN DENTIFRICES

By M. W. EVANS

In the article "Soap in Dentifrices" appearing in THE AMERICAN PERFUMER, May, 1923, John R. McClelland of the Kolynos Company, has tried to give scientific proof of the value of soap in tooth preparations. There is a lack of unity in the article which leaves one with the impression that nothing has been proved though many ideas have been suggested.

The main arguments put forth by Mr. McClelland for the use of soap can be resolved into:

1. Soap by virtue of its alkalinity dissolves mucin plaques.
2. Soap retards bacterial growth.
3. Acidity or alkalinity of paste used has no effect on the reaction of the saliva as it is secreted.
4. Soap has emulsifying and detergent effect—and is a valuable cleanser.

As for ¹ the solvent action of soap on mucin plaques, alkalinity does keep mucin in solution and tends to dissolve precipitated mucin; but Gies says "a mixture of soap, sodium carbonate and calcium oxide will dissolve precipitated mucin, but not the harder more adhesive plaques." Can we expect this soap which supposedly contains no free alkali to dissolve them when the above mixture which is very alkaline will not?

Soap does "retard bacterial growth,"² but this is not a function of a tooth paste since it is impossible to render the mouth sterile. In view of the fact that it also destroys the ferment of the saliva,³ which are invaluable in digesting the particles of starch left in the mouth, this property becomes unimportant.

Although the reaction of the saliva as it is secreted does not change with the nature of the stimulus used, nevertheless the reaction of the saliva flowing through the mouth is changed considerably according to the reaction of the substance used. Soaps especially increase the pH value. This is now widely recognized as detrimental in an oral preparation, the ideal being one which has no effect on the reaction of the saliva while in contact with it.⁴

As for the last, everyone admits the detergent power of soap but for the above reasons it has no place in tooth preparations. Moreover⁵ "Immunity to dental decay depends on a freely flowing saliva" and⁶ "alkaline soapy tooth pastes aggravate the depressant action⁷ of our civilized diet."

Although soap has been used in dentifrices for generations, the trend of modern investigation points away from continuance of its use. The principle to which a tooth preparation must conform is that it must not interfere with the normal physiologic cleansing of the mouth. In other words it must not:

1. Inhibit the salivary secretions.
2. Alter the reaction of the saliva.
3. Destroy the ferment of the saliva.

Soap is harmful in all three respects and, therefore, should not be used in oral preparations.

*Laboratories of Lehn & Fink, Inc.,
Bloomfield, N. J., June 7, 1923.*

¹This refers to the depressant effect on the flow of the saliva.
²Burchard & Inglis, *Dental Pathology & Therapeutics*, p. 756.

³Prinz, *Dental Materia Medica & Therapeutics*, p. 289.

⁴Prinz, *Mouth Hygiene*, p. 234.

⁵Prinz, *Dental Materia Medica & Therapeutics*, p. 286.

⁶Prinz, *Dental Materia Medica & Therapeutics*, p. 283.

⁷Prinz, *Dental Materia Medica & Therapeutics*, p. 280.

⁸Pickerill, *The Prevention of Dental Caries & Oral Sepsis*, p. 275 et seq.

NAPHTHENIC ACIDS, NAPHTHENIC SOAPS AND NOTES ON THE ANALYSIS OF NAPHTHENIC ACIDS*

By ROB. JUNGKUNZ, of Basel

The very recent publications on the subject of acid compounds of naphtha, among which was the detailed and complete treatise from the pen of Dr. J. Budowski is deserving of special mention, demonstrate the active interest now shown therein.

While these refuse by-products of the Russian petroleum refining industry attracted only slight attention prior to the war, conditions have changed very materially since then, in consequence of the scarcity of fats which set in during and after the war.

In the present era, and particularly in the countries whose currency is at low ebb, industry and technical science are exerting themselves strenuously to expand and promote the utilization of all such materials as promise any chance of success. The fact that these attempts have been surprisingly successful is demonstrated by the large number of patents issued, as enumerated by Dr. Budowski and Dr. J. Davidsohn².

While some of these novel applications are in the soap making line, their practical realization, as well as the confirmation of the present claims, have not as yet been forthcoming.

In view of the growing possibilities of utilization of this product, the determination of its nature and the investigation into the sources of supply should progress correspondingly. Although these tasks have not as yet been fully accomplished in the case of the naphthenic acids, we already have at our disposal some quite valuable results of research work in this line.

In addition to the results of the research of scientific pioneers into the composition and other features of the acid compounds of naphtha the interesting work and publications of Davidsohn should, in the aforesaid connection, attract particularly the attention of analytical chemists.

Before entering into a further discussion of these researches, we would add in this article some known data relating to the determination and properties of the acid compounds of naphtha.

Among other statements, Budowski gives the following particulars regarding the name naphthenic acids: "Markownikow and Ogllobin were the first to apply to these acids the name of naphthenic acids."

The name naphthenic acids was applied to the acids found to be contained in Russian crude oil because it is derived from the name naphtha, applied to the characteristic hydrocarbides contained in the Russian mineral oil, known as naphtha."

The well known scientist Prof. Ossian Aschan³ writes as follows with reference to the same matter, thereby confirming the statements of Budowski:

"The name naphthenic acid dates from the time, when the chief constituents of many important mineral oils, viz. the naphthenates, may be said to have obtained their fellowship in the realm of science, in consequence of the

fundamental scientific research of Markownikow and Ogllobin," etc. "It appears expedient, therefore even though merely in view of historical considerations—to retain the name naphthenic acids or else the identical designation naphthalene-carbon acids. As a matter of fact, this designation indicates concisely and plainly, that we have to deal in this connection with substances, which are plain derivatives of the naphtha."

In conformity with these arguments, Budowski gives in a technical sense the following definition of naphthenic acids:

"In technical parlance, naphthenic acids consist of the mixture of acids obtained by acidulation from the refining liquor or wash of Russia or similar mineral oils, and whose composition varies according to the origin as well as to the method used for refining the original material, the said mixture having been extracted from the mineral oils, or from the different technical fractions of the same, during the lixiviation process. In its crude condition, this mixture still contains very considerable amounts of foreign admixtures, which may be removed to a great extent by means of a purifying process. The mixture thus obtained consists of the technically pure naphthenic acids."

Other designations or names, having partly reference to naphthenic acids, and partly to their sodium compounds, are occasionally used in commercial parlance. E. Pyhal⁴, for instance, mentions so-called "Soap-Oils" (Oleum savon.), placed upon the market by the firm of Schiro & Co., of Baku and having the following factors of acidity: No. 1. Factor of acidity 124 (non-saponifying available). No. 2. Factor of acidity 56 (non-saponifying available). No. 3. Factor of acidity 137 (non-saponifying available).

The following products are presumably more generally known than the above "soap oils," at least by name:

1. Acidol; 2. Bakusin; 3. Myloin.

These trade names were generally applied to sodium naphthenate (naphtha soaps), such as were offered by Baku business concerns, including Gebr. Nobel (Nobel Brothers), Schiro & Kehnau, S. D. Efimow and S. J. Feigeles.

In addition to the three aforementioned products, we would mention another article, known as Surrogat. With reference to this article, Davidsohn⁵, writes: The name Surrogat is applied in Russia to the waste liquors obtained in the refining process of the illuminating oil distillates. This Surrogat was used in Russia on a large scale for the production of bar soap, and during the years preceding the war, the demand for these waste liquors was considerably in excess of the available supply of this Surrogat which is a valuable material for use in soap manufacturing.

A master soap boiler, Mr. E. K., who handled Surrogat extensively, while working for many years in Russia, also reports about as follows:

"In the years 1898 and 1899, agents from Astrachan offered a material known as Surrogat⁶. It was of a yellow color shade, resembling honey, had a very pronounced alkaline reaction and a very pronounced crude oil odor. The agents also exhibited samples of Eschwege Soap, producing a splendid mottle, which, according to their asser-

* (From the *Seifensieder-Zeitung*, Vol. 50, Nos. 12-13, Issue of March 22 and 29, 1923.)

¹ Dr. J. Budowski "Die Naphthensäuren" (The Naphthenic Acids), J. Springer, Publisher, Berlin, 1921.

² Dr. J. Davidsohn, "Die Naphthensäuren" (The Naphthenic Acids), *Seifensieder Zeitung*, 1923, issue No. 3, p. 38.

³ Prof. Dr. Aschan, *Chemiker-Zeitung*, 1908, p. 729.

⁴ E. Phalai: Untersuchung von Handelsnaphthensäuren (An Examination into Commercial Crude Oil Acids), *Chemiker-Zeitung*, 1912, p. 870.

⁵ Dr. J. Davidsohn: "Die Naphthensäuren" (Naphthenic Acids), *Seifensieder Zeitung*, 1923, No. 1, p. 2.

⁶ "Eschwege" Soap, containing no cocoanut or other oil, but only Surrogat, *Seifensieder Zeitung*, 1919, issue No. 22, p. 471.

⁷ Word means substitute.

tions, contained up to 50 per cent of Surrogat. These soaps had a very pronounced odor of crude oil, but made very fine suds.

Furthermore, the said soap maker pointed out, that he had obtained very satisfactory results with the use of Surrogat for the production of grained and white soap (curd soap). The batches were made up approximately as follows:

50 Poods* Tallow, 25 Poods Rosin, 25 Poods Surrogat. E. K. describes as follows an interesting incident which may give rise to further discussions:

"I usually boiled about two or three batches in succession, and then proceeded to separate the soap by means of salt. This separation by salt was the only difficulty I ran up against. It was a very difficult matter to separate the 'glue,' and I had to use a very large amount of salt to obtain a fairly clear spent lye. The output was satisfactory, the soaps lathered splendidly, etc."

* 1 pood = about 36 lbs.

(To be continued)

CAUSES OF SKIN INFLAMMATION DUE TO USING MANY TOILET SOAPS

BY ERICH LUBLINSKI, LEIPZIG*

The toilet soap consuming public have observed time and again that one individual prefers certain soaps made by a certain firm and other individuals give preference to other makes of soaps. These selective preferences of course depend both on the suggestions resulting from well-chosen advertising media and also by a co-operation with subjective notions of taste produced by the perfumery, color, packing, wrappers, etc. But aside from all these reasons that influence purchasers in the choice of a soap, there is still another which the purchaser encounters in using the soap, being its effect when washing with it, and by which he arrives at the judgment as to whether the soap is "mild" and only a little "sharp."

There are some persons, particularly among the fair sex, for whom soap is indeed a radical but by no means ideal means of cleansing. These individuals have such a sensitive skin, especially on the face, that the use of soap for even the short time required for washing purposes is followed by unpleasant results. The results appear as a certain drawn feeling, a dryness which at times manifests itself in such a way that there is a slight scaling off that further produces a redness of the affected part and a painful burning sensation. This condition very often causes eczema, which is painful and quite noticeable in its appearance. These results, even if seldom encountered, have caused me to consider whether, containing the various articles of which soap is composed, they are capable of producing the subsequent results on the skin. My considerations are of course based only on a water-free, homogeneous soap, and I have been delighted to find that the more or less well-known manufacturers in the market with reference to this point are producing satisfactory results throughout.

It is well known that all soaps undergo a hydrolytic dissociation when in watery solution, brought about by the act of washing; and this in my opinion is the reason why very sensitive persons feel an unpleasant dryness of the skin after washing, as well as a slight burning sensation.

When using soaps highly impregnated with oil those results are not noticeable, as a rule, and this leads me to suppose that even the use of a small quantity of fluid alkali will sometimes have an injurious effect upon a sensitive skin.

* *Seifensieder Ztg.* (50) No. 1, p. 4.

However, the use of a surplus of oils cannot serve as a protective means, which is found in its covering the skin after washing, and which is, of course, held in suspension by the lather. To this is added a neutralizing effect in which I found that those soaps containing lanolin were much milder in their effects when used for washing than those in which the oil content was vaseline, because the fluid alkali can hydrolyze itself into sebacic acid from the wool fat, which, of course, cannot occur in those soaps containing vaseline.

A further factor that enters into the case and should be given much more consideration is the perfuming of the soap. There are many different etheric oils and synthetic perfumes which serve as foundations for soap perfumes and it is, of course, difficult to state to a certainty which of them will eventually have an injurious influence on the human skin. As a result of many experiments in this respect I am quite certain that cumarin soap is an indispensable skin soap, and that it is in other respects very much liked for its perfume, although it also is the cause of many complaints.

I was consequently very much delighted to find in No. 43 of the *Münchener Medizinischen Wochenschrift* a very interesting article by Dr. Albert Marcus, entitled "Zum Kapitel der Hautkrankheiten auf Nervöser Basis." The author reports therein some skin remedies for inflammation. Twice this matter has been of special interest to me. Both times it had to do with eczema on the face which it had not been possible to cure through a long medical treatment and was thought to be of a nervous origin and incurable. One case was that of a gentleman in which the author states that the only reason for it was the use of an English bath soap that had a very strong smell of hay (cumarin). He prescribed other kinds of soap and the eczema disappeared within a very short time. The other case was that of a young lady who had received a present from her bridegroom, who was a chemist, and which contained an alcoholic cumarin solution, of the odors of which she was very fond. This she used as a toilet water, and the result, as the author states, was apparently a disfigurement for life, in the form of a distressing cutaneous eruption. I accidentally heard about this case, with the result, of course, that she was soon cured.

I know personally of one case where by using a hair tonic a lady contracted a very severe headache, and this was accompanied by an itching in the scalp. I told her that this was the result of the perfume used in the hair tonic; and in addition to this there was something else used, cumarin. I recommended the use of a tonic made by another manufacturer, and the evil was fully remedied. In this connection I desire to say that Dr. Marcus specified at the end of his treatise sixteen well-known firms in Germany which handle cosmetic preparations, and which preparations, as he said, had caused inflammation of the skin in a more or less serious degree.

I beg to emphasize that it is of course very difficult to gather evidence of the disagreeable results of the various articles added to soaps, especially perfumes, and there is not included herein all of the chemicals that are used in medical soaps, but we should not let this opinion influence us that the perfume in toilet soaps is only used in a very diluted form and added to the soap cakes in very small portions. In this connection I remember especially a case of fur poisoning to which *Die Tageszeitungen* a short time ago brought to our attention as having been caused by furs dyed with paraphenylenediamin, and which caused a troublesome outbreak on the throat of the wearer.

Many explanations could be given in cases where the perfumer considers this matter from a dermatological point of view, and these lines of mine are intended to serve as an aid in this particular. These reflections must not be considered as being exact, for there may be great differences in the results due to the subjects experimented upon due to their physical characteristics.

Features to Be Found on Other Pages.

Readers of the SOAP SECTION may find items of interest to them in our Trade Notes pages, as well as in Patents and Trade Marks and Foreign Correspondence.

EXPERTS TESTIFY IN PROCTER & GAMBLE CASE ON NAPHTHA AND SILICATE CONTENT

Adequacy of testing methods adopted by the Bureau of Standards to determine the percentage of naphtha in soap and washing powder was challenged by Frank T. Dinsmore, of counsel for Procter & Gamble, hearings June 4 to 8 before Examiner John W. Addison, of the Federal Trade Commission, in the Engineering Club, New York. The hearings were on a complaint charging the soap company with unfair methods in the sale of "P. & G., the White Naphtha Soap," and "Star Naphtha Washing Powder." The company has entered a denial of all charges in the complaint. The name of the complainant was not disclosed, but it appeared that some analyses had been made of samples submitted by Fels & Co.

J. H. Bower, in charge of the department of soap chemistry, in the Bureau of Standards since 1914, was called to tell of the testing of certain samples of naphtha soap and washing powder mentioned in connection with the complaint. Witness said the tests were both qualitative and quantitative. On cross-examination he admitted that these tests were the first he had ever made, or that had been made by the Bureau of Standards; that he had no first-hand knowledge of soap manufacture or petroleum distillation and that the accuracy of the testing methods used had not been established by any comparison with tests of soap or powder containing a known percentage of naphtha. Mr. Bower, however, insisted that the tests made by his method were sufficient to show conclusively the percentage of naphtha in the soap examined.

Admission of the Bureau of Standards specifications for soap used by Government departments was opposed by counsel for the respondents on the ground that the bureau had no authority to fix or determine standards for soap manufacture and that there were twenty or more sets of specifications in use by soap manufacturers and other concerns. W. C. Reeves, of counsel for the commission, contended that in view of the fact that it is part of the complaint against the company that silicate of soda is present in the soap in excessive quantities, the Government specifications covering this point were material and relevant.

Mr. Dinsmore called attention to the formal answer of the respondents to the complaint asserting that silicate of soda, used according to their formula for the manufacture of this particular soap is not an adulterant and reiterated his contention that the Bureau of Standards has no authority to fix the percentage of this ingredient to be used or to say whether it is an adulterant. The specifications were finally admitted over the objections of the respondent.

In response to questions by Mr. Dinsmore, the witness admitted that the term naphtha is not in general use as the designation for a cleansing fluid, but that the term gasoline is so used. On direct examination, Mr. Stevenson stated further that in his opinion the amount of silicate of soda found in the P. & G. white naphtha soap analyzed by him was excessive and therefore to be classed as an adulterant, inasmuch as it lowers the value of the soap. He also expressed the opinion that white laundry soap is not any better for washing purposes than yellow soap and that it is not possible to include in any soap a sufficient quantity of naphtha to have any appreciable effect in enhancing its cleansing powers.

Respondents in their answer to the complaint claim that the amount of naphtha and silicate of soda used in their soap and washing powder do add to their efficiency. More than sixty charts, graphs and descriptions of testing processes were entered as exhibits in support of the commission's complaint.

Regarding the content of silicate of soda, Mr. Stevenson

reaffirmed his belief that while this ingredient does contribute certain properties to soap, making it use desirable up to a certain point, the presence of a greater amount than 10 per cent of the total volume must be regarded as adulteration. He said the chemical definition of soap is an alkali salt of fatty acid, but in reply to further questions said he knew of only one soap which approached this definition very closely. Asked to mention any white laundry soap containing less than 10 per cent of silicate of soda, the witness said he could not and denied knowledge of any containing as much as 21 per cent.

Questions tending to establish the identity of the complainants in the case were ruled out on cross-examination on objection of counsel for the commission, although it had been indicated during the direct examination of the witness that the samples for analysis in connection with the complaint had been supplied by Fels & Co. of Philadelphia.

The greater part of the hearing was given over to questions designed to establish the fact that the distillate used in the Procter & Gamble soap and cleaning powder was entitled to classification as naphtha. The witness refused to admit that naphtha is a vague and variable term and stated that a distillate classed as naphtha should have an initial burning point ranging up to 300 degrees and an end point not in excess of 450 degrees.

There were several sharp clashes between counsel regarding the admissibility of letters directing the investigations and tests in connection with the complaint. One of these was on the report made by Mr. Bauregard, one of the commission's investigators, of his visit to the Ivorydale plant of Procter & Gamble. Counsel for the commission held that the report was confidential. Mr. Dinsmore maintained that the respondents were entitled to know what this report contained.

"As I understand it," he said, "this commission is not either a prosecutor or persecutor, and therefore should not have any information or report against any business man or manufacturer which he should not be privileged to see."

The examiner sustained the contention of counsel for the commission that part of the report was confidential and all of it could not be admitted to the record. When a similar point was made in regard to a letter from Chief Examiner Hudson to Mr. Bower asking for an analysis of the soap and powder, Mr. Dinsmore said if the whole letter could not be read he did not want to hear part of it.

Earl P. Stevenson, vice-president and chief chemist of Arthur D. Little, Inc., Boston, was on the stand throughout the day. Questioned by Mr. Reeves, counsel for the commission, he told of the analyses made at the Little laboratory of various samples of Procter & Gamble soap and washing powder submitted by Fels & Co., of Philadelphia. The tests, which were made at the request of counsel for the Federal Trade Commission, revealed the presence of only very small percentages of petroleum distillates which could not be classed as naphtha, and which, in his opinion, was not of sufficient volume to enhance the cleansing power or value of the soap or powder.

Objection was entered by Mr. Dinsmore for respondents to the expression of an opinion on this point, on the ground that the witness was not qualified to speak as an expert on the use of soap, but the objection was overruled.

In his testimony in regard to the value of naphtha as a cleansing ingredient in soap, Mr. Stevenson stated that the ordinary family wash of twenty pounds of clothes will require about three-quarters of a bar of soap and fifteen gallons of water, while one-twenty-fifth of a bar of soap and two gallons of water is needed for the washing of dishes, silver, pots and pans used in preparing and serving a meal for a family of four. One seven hundred and fiftieth of a cake of soap rubbed on a dish cloth, he said, is required for the washing of a coffee pot. The amount of naphtha or other volatile petroleum distillate contained in such a small quantity of soap, he added, would have no appreciable effect on its cleansing power.

Augustus H. Gill, professor of technical analysis in the Massachusetts Institute of Technology and a writer on the subject of soap and petroleum analysis, under cross-exam-

ination by Mr. Dinsmore, of counsel for Procter & Gamble, stated that he based his opinion that silicate of soda in excess of 10 per cent by weight of a bar of laundry soap is an adulterant on the fact that the Government soap specifications set this standard; but when confronted with the proposed soap specification issued this year extending the limit of matter non-soluble in alcohol to 20 per cent, he pointed out that this did not mention silicate of soda specifically.

As to the use of naphtha in soap, Professor Gill said he had no direct knowledge of the nature of the distillate used under the name of naphtha in the manufacture of soap. He also admitted that there was some difference of opinion as to the exact meaning of the word naphtha, although it has been clearly defined chemically.

Dr. Raymond Bacon, former head of the Mellon Institute, Pittsburgh, testified that in his opinion the distillate used in the manufacture of Procter & Gamble naphtha soap was kerosene and not naphtha and that the small quantity found in the soap by analysis could not be of any special value.

Thomas T. Gray, president of the Gray Industrial Laboratories, Newark, N. J., was called upon to define the term naphtha. Under cross-examination he stated the belief that the term had the same meaning in the soap industry as in the petroleum industry. A distillate with a flash point above 75 degrees Fahrenheit, he said, could not be considered naphtha. The gravity, he said, might run as low as 50 degrees Baumé, and the distillation range would be 100 degrees Fahrenheit to about 450 degrees.

Dr. M. H. Ittner, chief chemist of Colgate & Co., under cross-examination by Mr. Dinsmore, stated his belief that the presence of a small percentage of naphtha does not add to the value of any white laundry soap. "Knowing that naphtha is quite appreciably volatile," said Dr. Ittner, "and feeling as I do that a small percentage of naphtha in a white soap or in any soap does not add appreciably to the washing quality of the soap, I believe that it is not commercially possible to make a white laundry soap with sufficient naphtha in it to reach the consumer in a condition so that the naphtha will appreciably enhance the washing qualities of the soap."

Counsel for the respondents were of the opinion that this statement would apply equally to all soaps in which naphtha is an ingredient. Earlier in his testimony Dr. Ittner said he believed that silicate of soda was a good thing in soap. It improves the soap, he said, when used in a reasonable quantity. There is no constant percentage fixed for its use in all soaps, he said.

On the other hand, W. S. Rappelje, chief chemist of Kirkman & Co., said that while laundry soaps sold in the Middle West and East contain silicate of soda, he considered it an adulterant when used in any quantity, from zero up.

The hearings will be resumed in Cincinnati on Oct. 8.

[See page 171 for Procter & Gamble vs. Grocers case.]

DOCTORS URGE USE OF WHITE SOAP

Use of pure white, unscented soaps instead of the colored, perfumed and medicated varieties, which have been advertised as possessing magic powers of skin transformation, is favored by hospital authorities in all parts of the country, it is shown by the results of an investigation conducted by Oliver H. Bartine, of the Hospital Consultation Bureau. Replies to a questionnaire sent out by the bureau were received from 288 institutions scattered through the United States and Canada. Twenty-two leaders in hospital work, in New York City alone, concur in the importance of using only pure, white, unscented soap.

Charles F. Diehl, superintendent of the Hospital for Joint Diseases, says: "Pure soap and warm water are the best cleansing skin application. We use a White soap, unperfumed. The cheap, highly perfumed colored soaps are often made of low-grade, dirty grease which cannot be clarified, are 'loaded' with foreign matter to increase the cake size and have a very high alkali content and are unfit for bathing purposes. The so-called medicated soap we do not use at all."

Dr. Walter H. Conley, medical superintendent of the Metropolitan Hospital at Welfare Island, New York, says: "Most of the colored and perfumed soaps of the cheaper

class contain an excess of alkali and are an irritant to the skin, and, in my opinion, should not be used."

One should have one's suspicions about a highly colored and perfumed soap, according to E. S. Gilmore, superintendent of the Wesley Memorial Hospital, Chicago. He says: "Crude oil gives a dark colored soap, which can be refined to a certain extent, but as a rule if it is to be marketed as a toilet soap it is highly colored and perfumed to cover its peculiar color and odor. Dyes and perfumes, however, do not remove the irritating effect on the skin." "Perfume does not make a good soap," says Charles Crane, superintendent of the New Rochelle Hospital. "Neither do fancy labels, or soap packed in a pretty box. The so-called 'medicated soap,' with the exception of doctors' liquid green soap, in my estimation is bunk. I think that people should be just as careful in their selection of soap as they are in their selection of food."

M. Emily McCreight, superintendent of the Arnot-Ogden Memorial Hospital, Rochester, says: "I believe that misleading information is put forth by the soap makers who promise results from the use of colored, perfumed and so-called medicated soaps. We use pure, white, unscented toilet soap in our institution."

Commenting upon the survey, Mr. Bartine says: "These opinions are significant in showing that health leaders everywhere realize the importance of the use of pure soap and realize, too, their broader functions as educators of the public on health questions. It is vital that only pure soaps should be used, since the application to the skin of impure or strongly medicated soaps has most serious results."

ARTIFICIAL FATS AND FATTY ACIDS

The manufacture of fatty acids and fats either by actual synthesis or by the oxidation of paraffin wax has not yet reached the stage of a commercial possibility, although much research has been carried out in connection with the problem says the *Oil & Color Trades Journal*. The matter is again brought to notice by a general survey written by R. Furness in *Chemistry and Industry*. It is pointed out that it is the glycerides which are required more than ordinary fatty acids, so that, presuming the latter could be satisfactorily produced on a commercial scale, there would be the subsequent esterification process to be carried out. Again, we have to consider the ever-increasing natural sources of supply of oils and fats, and the economical manner by which these can be produced. Coupling to this the now popular hydro-generation of oils to produce solid fats, we can fully realize that the production of synthetic fats would have to work out very cheaply to become a formidable competitor to the natural materials. Another aspect of the question is that concerning the glycerol which would be needed for the esterification of the fatty acids to fats. This would have to be manufactured, also at a low cost of production. As a starting point for the preparation of fatty acids, petroleum oils and paraffin wax have received much attention, and although such hydrocarbons do yield fatty acids on oxidation in the laboratory, technical application appears to be a vastly different matter. Judging by the amount of interest now being taken in the scientific cultivation of oil-bearing plants, and the improved methods of oil production, we cannot but be impressed by the fact that, as hopeful as the problem may be, the synthetic production of fats is still in the "far distant future."

Imitation Soaps Win Morocco Market

The British Vice-Consul at Tangier reports that recently a Spanish firm has entered into competition for the sale of blue mottled soap. This type of soap is much used, having been originally introduced by British firms. In 1921, the Unione Stearinerie Lanza, of Italy, produced an imitation of the British soap, but at a much lower price, with the result that they have secured a large proportion of the trade in this class of soap. A Spanish firm, Lizariturri y Rezola, S. en C., of San Sebastian, has now placed a further and possibly better imitation of the original British variety, and sold at a slightly higher price.

IS THE SOAP BUSINESS IMPROVING?

(Continued from page 208)

and has grown worse during May and early June. There is a buyers' strike, not so accentuated as that of 1920 and 1921, but nevertheless a buyers' strike. Manufacturing consumers, who had planned heavy operations during the Spring and Summer, have been forced to curtail through lack of orders. These conditions have hit all lines of business. It is quite natural that they should hit the soap trade as well.

Whether they will last and how long, is something which cannot be determined. Recently, there has been some sign of improvement. Various industries have been inquiring for raw materials and orders in some volume have been placed for delivery in the Autumn. The soap trade apparently has not yet felt this improvement to any great extent, but other industries cannot again become active without the effect of the increase in business and the better conditions being felt by the soap manufacturers. There is little reason to believe that the present slight slump is anything more serious than a halt in the stride of business, nor is there any reason to believe that the soap industry will be slow when the consuming trades are active and labor well and lucratively employed. In short, conditions at the moment are not of the best, but there is every reason to expect an improvement which will bring the soap business back to more satisfactory levels.

In the long pull, it is impossible to be bearish on the industry. It has made tremendous strides since our last "normal" year, 1913, and there is no reason to expect retrogression. In fact, with consumption increasing, and with an improvement in sales and exports, there is every reason to believe that the industry has more years of tremendous progress ahead of it. The surface has only been scratched. The length and rapidity of the forward strides depends only upon the industry itself. That is the answer to, "Is the Soap Business Improving?"

GERMAN SOAPMAKERS SEEK FAT FROM BUGS

The German soap industry, once thriving and of national importance, has been seriously damaged by the war and its aftermath, says a report received by the Department of Commerce. The erratic and downward trend of the mark, the cost of basic oils, which must be obtained abroad, and the inability of the German people to absorb the output of the factories under prevailing prices has brought the industry to a rather discouraged state. The total number of such factories before the war was 1,000, while during and after the war the number in operation shrank to about 500, and it is feared that the present reaction and uncertainties of the market may result in limiting the number of plants in full operation to 200.

The German consumption of soap due to the factors enumerated is conservatively estimated to have dropped to about 50 per cent of the pre-war figure.

The serious difficulty confronting the industry in the procurement of raw materials from abroad has revived the idea of raising insect animals capable of rapid and substantial fat development as substitutes for vegetable oils now employed.

Before the war a biologist patented a process for methodically raising numbers of large, fat caterpillars and other animal or insect life of a fatty nature in a specially constructed building which would supply the technical fats needed. The experiments have not as yet been successfully carried out, but the industry is hoping for some such solution to alleviate their present difficulties.

Ceylon's Exports of Cocoanut Oil

Consul Vance, of Colombo, informs the Bureau of Foreign and Domestic Commerce, that Ceylon in 1922 exported 554,436 hundred weight of cocoanut oil, of which more than half went to the United Kingdom and 500 hundred weight came to the United States. The total showed an increase of 52,000 hundred weight over 1921.

FEATURES OF SOAP MATERIAL MARKET

(Continued from next page)

The demand for Olive Oil Foots lately has been very poor. The market, although importers are quoting 83¢ to 9¢ per pound for spot, appears quite easy, and the prices mentioned could probably be shaded a good deal with actual business.

June 14, 1923

A. H. HORNER,

Industrial Chemicals

A record contract season in the heavy chemical market has been followed by one of the sharpest slumps in business ever experienced. Starting with an excellent demand and a continued rising scale of prices during the early part of the year, the market has lapsed into profound inactivity in which the only bright spot has been the continued takings of material on contract by the regular consumers. Deliveries against standing obligations have been good during the first four months of the year but during the last six weeks, the spot market has been virtually neglected. In searching for reasons for this slump, it is not necessary to go beyond the fact that general business activity has been somewhat curtailed. Most of the buyers have been well fortified on contract and their requirements have been no more than sufficient to take these lots out of the market.

The relation of prices to the situation has not been materially affected as yet. There have, of course, been declines in some items owing to weakening spot trade but on the whole, levels have continued rather high. Decreased export inquiry and a revival of the flood of European goods have affected the markets here. Manufacturers, however, have found it virtually impossible to reduce their asking prices owing to the continued high costs of raw materials and the frequent advances in wages.

Prospects are for a very dull Summer and for a continued weakness of spot prices as goods accumulate and competition from foreign sources increases. The only firm spot seems to be centered in the alkali group where makers have wisely limited production so as not to run into the Summer with stocks of goods likely to deteriorate. This is especially true of electrolytic plants whose output of chlorine must be sold or thrown away. Reliable estimates place the activity of these plants at not better than 70 per cent of normal and possibly less. No immediate increase in this percentage is looked for.

Other Soap Materials

The inquiry for naval stores has slackened materially the last six weeks. Production and receipts in the South have been up to normal after a poor start and stocks are increasing as both export and domestic demand has been curtailed. Buyers' ideas as displayed by bids are materially lower than the levels at which holders of goods are inclined to sell and the resulting deadlock has brought about a gradual decline in the levels both in the South and in the New York markets. That there has been no precipitate decline is due principally to the fact that handlers are of the opinion that reductions will have little effect upon the slow Summer markets. April statistics show exports of rosin to have been 90,934 barrels. This is not likely to be equaled during May and June for shipments to foreign points, while numerous, are not in the quantities which were the rule earlier in the season.

Other sundries have been in moderate request and prices have been generally steady during the past month. Starches are slightly higher due to decrease in supplies.

Quarter's Production of Fats and Oils

The Department of Commerce announces that, according to Census returns, the factory production of fats and oils (exclusive of refined oils and derivatives) during the three month period ended March 31, 1923, was as follows: Vegetable Oils 562,310,676 pounds; fish oils 4,693,934 pounds; animal fats 650,925,891 pounds; and grease 107,724,809 pounds, a total of 1,325,655,310 pounds. The greatest production 544,887,020 pounds, appears for edible and neutral lard.

MARKET REVIEW ON TALLOW, ETC.

TALLOW

(Written Specially for This Journal)

With latest sales of the New York Extra grade at 7½c per pound, the values are practically unchanged at the lowest point reached on the reaction since the 9½-9¾ level of several months ago.

Middle West and western markets are easy in tone with free offerings denoting steady production and willingness on the part of producers to sell at prevailing figures.

Considerable tallow of the type like New York special grade, has changed hands during the past week at 7½c per pound loose.

The only outstanding feature of steadiness has been the grade of choice white greases for which a steady demand is absorbing present offerings around 8-8½c in tierces, while the lower grades, such as, good quality house grease, can be quoted at 6½-6¾c loose, and other grades at relative values.

Demand for soap has recently been quieter resulting in an indifferent attitude on the part of soapers in buying supplies, and this seasonal condition may last for a while precluding the possibility of a decided advance in prices for inedible fat stocks.

June 16, 1923.

TOBIAS T. PERGAMENT.

GLYCERINE

(Written Specially for This Journal)

The price of chemically pure glycerine has been marked down another ½c per lb., since our last letter; the excuse is a continued lack of demand for Refined as a whole, although chemically pure keeps up fairly well. The small call for dynamite leaves just so much more available for chemically pure and under present conditions the accumulation plus production provides quite a little more material than consumption requires. Recently some of the larger powder companies bought dynamite for a few months ahead, but the largest people in the business have done very little for a long time back and apparently can stay out of the market for several months more; until they begin to operate, we see no hope for better prices. Today, refiners are quoting 17c, in bulk for chemically pure, but it is an open secret that quite a little better can be done. Raw materials for the soap kettle, are comparatively low and the tendency is downward, which should theoretically at least have some influence in accentuating the decline. However, many think that we are near the bottom, although last year prices went 2c per lb. lower than they are today. One thing is certain, when buying starts in earnest there will be a number of people in the market and severe competition may result in a marked advance.

June 15, 1923.

W. A. STOPFORD.

VEGETABLE OILS

(Written Specially for This Journal)

Since the first of June, we have noticed a better inquiry for Cocoanut Oil, and a few other Vegetable Oils, but the consuming demand on the whole at present, is rather light. A report that a large tonnage of Cocoanut Oil changed

hands for August/December shipments from the Pacific Coast seems to have strengthened the market, particularly in the East where importers and domestic crushers have raised their views ¼c per pound. Cables from Manila indicate that the Oriental market for Copra and Oil remains steady. Offerings of Recovered Cocoanut Oil are light. Usually at this time of the year the Edible Oil industry is slow, and for this reason the production of Recovered Cocoanut Oil is curtailed.

Available stocks of Palm Oils for nearby shipments are fairly large. Soap-makers have been buying only small stocks of spot Niger, in order to meet immediate requirements, Lagos Grade has been rather inactive. The present differential between Tallow and Palm Oils is not sufficient to warrant any heavy buying of the latter.

Corn Oil had a slight advance, and settled at 9¾c per pound Chicago for June/July shipments, but at this price soap-makers are more inclined to buy Soya Bean Oil which is available today at around 9¾c to 9½c per pound.

(Continued on Preceding Page)

SOAP MATERIALS

Tallow and Grease

Tallow, New York, Special, .08¾c. Edible, New York, 10½@10¾c. Yellow grease, New York, .08½@.08¾c. White grease, New York, 10½@10½c.

Rosin, Savannah, June 19, 1923:

Common to good	4.80c	I	4.85
D	4.80c	K	4.85
E	4.80	M	4.85
F	4.80	N	5.00
G	4.85	W. G.	5.15
H	4.85	W. W.	5.70
Starch, Pearl, per 100 lbs.		\$3.07	@ \$3.34
Starch, Powdered, per 100 lbs.		2.97	@ 3.24
Stearic acid, single pressed, per lb.		.14	@
Stearic acid, double pressed, per lb.		.14½	@
Stearic acid, triple pressed, per lb.		.16	@
Glycerine, C. P., per lb.		16½-17	
Glycerine, dynamite, per lb.		15-15½	
Soap lye, crude, 80 per cent, loose, per lb.		10½	
Soap lye, saponification, 80 per cent, loose per lb.		11½	

Oils

Coconut, edible, per lb.	.09½@	.10
Coconut, Ceylon, Dom., per lb.	.09	@ .09½
Palm, Lagos, per lb.	.08	@
Palm, Niger, per lb.	.07½@	
Palm, Kernel, per lb., nominal	.09½@	.09½
Cotton, crude, per lb., f. o. b. mill	.09½@	.10
Cotton, refined, per lb., New York	.12½@	.12½
Soya Bean, per lb.	.13	@
Corn, crude, per lb.	.10	@ .10½
Caster, No. 1, per lb.	.15	@
Caster, No. 3, per lb.	.14½@	
Peanut, crude, per lb.	.14	@ .15
Peanut, refined, per lb.	.16½@	.17
Olive, denatured, per gal.	.11.5	@ .12.0
Olive Poots, prime green, per lb.	.08½@	.09

Chemicals

Soda, Caustic, 76 per cent, per 100 lbs.	3.35	@ 3.75
Soda Ash, 58 per cent, per 100 lbs.	1.75	@ 2.10
Potash, caustic, 88@92 per cent, per lb., f. o. b. Works	.08	@ .09
Potash Carbonate, 80@85 per cent, per lb., N. Y.	.07	@ .07½
Salt, common, fine, per 100 lbs.	nominal	
Sulphuric acid, 60 degrees, per ton.	10.00	@ 11.00
Sulphuric acid, 66 degrees, per ton.	15.00	@ 16.00
Borax, crystals, per lb.	.05½@	.06
Borax, granular, per lb.	.05½@	.06
Zinc Oxide, American, lead free, per lb.	.08½@	.09½

\$250 PRIZE

New Bouquet Odor Wanted for Face Powders

(Loose and Compact)



NEW bouquet odor is wanted by a very substantial manufacturer of FACE POWDER, COMPACTS, etc., for a new brand. Competent perfume chemists are invited to offer suggestions, and a prize of \$250 will be awarded to the chemist submitting the winning odor.

This offer is open to all, and those who desire to participate will kindly note the following conditions:

- (1) One or more *samples* of face powder, perfumed according to the best ideas of the contestant must be submitted.
- (2) A one-ounce *sample* of the perfume oil must be submitted.
- (3) The *formula* of the perfume oil used must be submitted.

The formula should be placed in a sealed envelope bearing the name and address of the contestant, and a mark of identification. This same mark should appear on the box containing the sample of powder, and on a small

label on the bottle containing the perfume oil.

All samples of face powders and the corresponding oils will be turned over to the manufacturer for whom we are conducting this contest, and the selection of the prize winner will be made by him.

The manufacturer will then advise the Editor of the identification mark appearing on the selected oil, and the formula of that oil will then be turned over to the manufacturer to enable him to prove the formula by actual trial.

NOTE:

The perfume oil must not cost over \$32 per pound, and two pounds of oil will be used to one hundred pounds of powder in the actual manufacturing.

Formulas submitted must contain no ingredients other than those readily obtainable in the open market.

The results of the contest will be announced in our issue of August 1923 and the name of the winner will be given if he has no objection.

Formulas submitted by non-winners will be returned unopened.

Send all samples and formulas to

Editor, American Perfumer & Essential Oil Review

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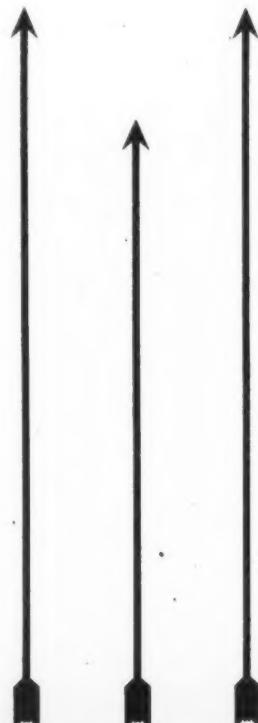
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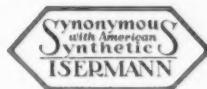
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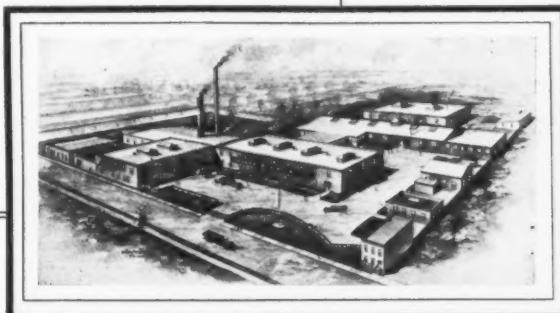
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NO American manufacturer advocating the use of his own home made product would be sincere and consistent unless he insisted that only American made goods be used in the manufacture of his product.

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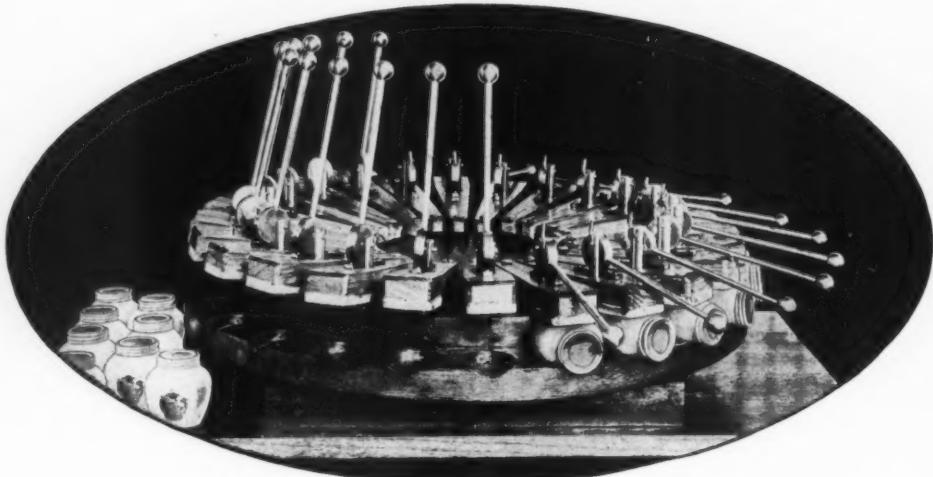
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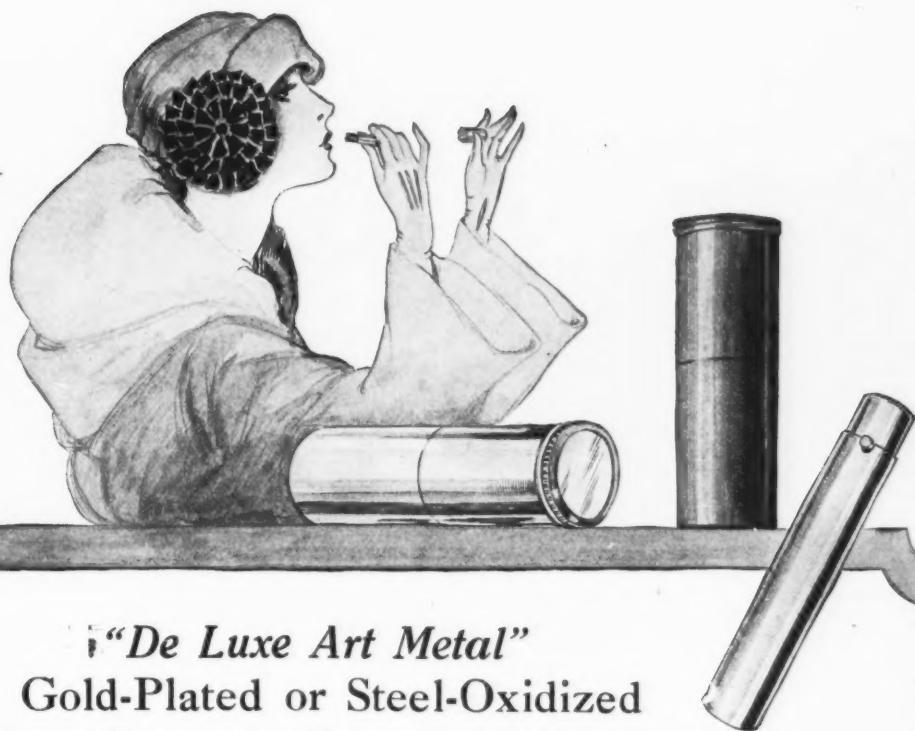
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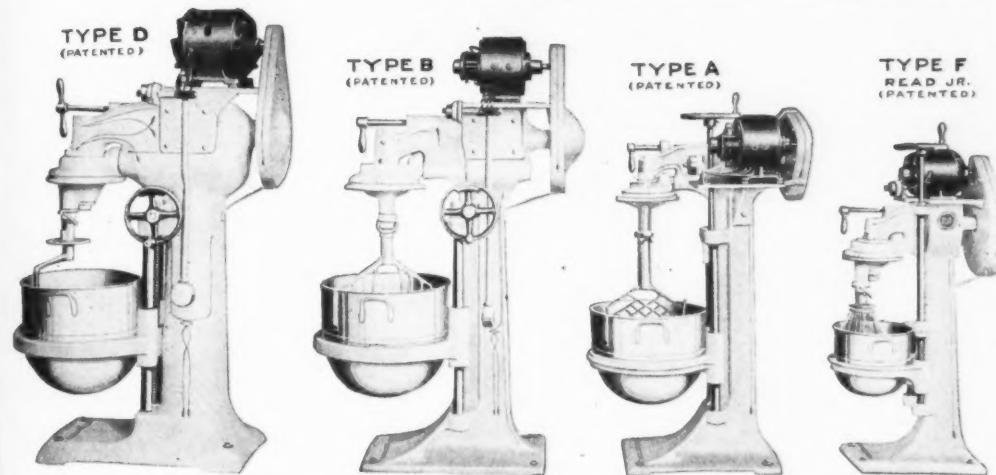
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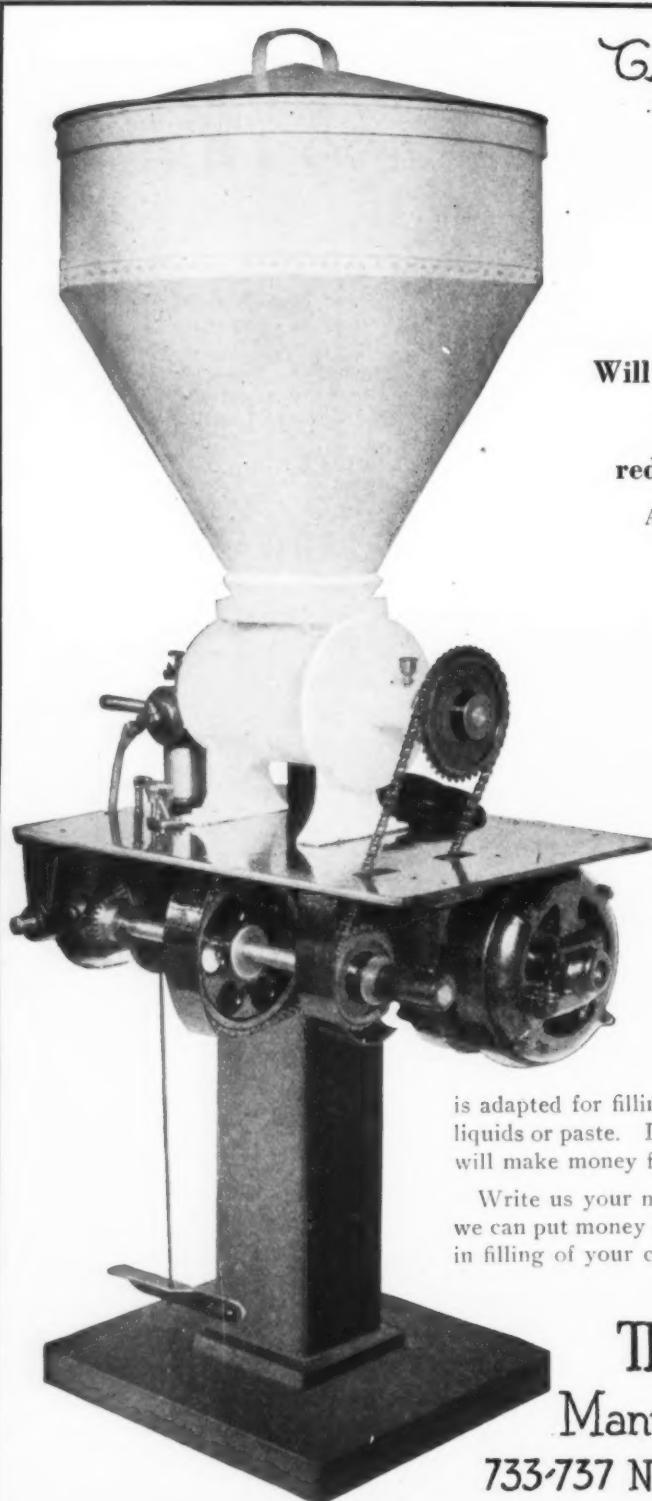
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The Kakimaco Filter thoroughly clarifies your product—makes it crystal-clear, clean and sparkling.

How much more desirable such a product is than a cloudy, hazy one.

Don't send out your good products dull and lifeless, when they can be made much more attractive by proper filtration.

It's so easy and simple to filter with the Kakimaco Filter. Let us show you.



SOAP MACHINERY



Houchin-Aiken Plodder for Soap

Compresses soap into a fine, solid, polished bar which gives the best appearing cakes. Water and steam jacketed, in 4, 6, 8, 10, 12" screw diameters. Gear or worm drive.

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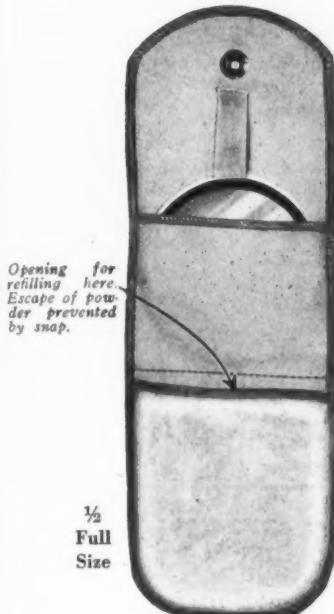
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BROOKLYN, N.Y.

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(TRADE MARK)



1/2
Full
Size

OPEN

Showing full vision mirror, method of filling, perforations in lamb-skin permits powder to come through to surface of wool evenly.



1/2
Full
Size

Patents Pending

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Showing powdering surface and mirror concealed —a feature that keeps both mirror and powdering surface absolutely clean and sanitary.

ABSOLUTELY THE NEWEST AND MOST ORIGINAL
VANITY YET DEVISED FOR MILADY'S USE

Prices on request.

Let us quote you on our compact puffs.

“FILL-ME”
“DUCHESS”
“FILL-IT”



L. R. ROSE BEAUTY PRODUCTS CORP.

Manufacturers of Patented Powder Puffs and Novelties

817 Chapel St., New Haven, Conn.

*AS A MAN LOVES HIS CIGAR, SO DOES A LADY LIKE
OUR PRODUCTS.*

“EVERY PUFF A PLEASURE.”

“LA PRINCESS”
“BEAUTY”
“SEÑORITA”



The Charm of Newness

is well exemplified in the design of this box with its graceful swelled sides, its extended bottom; and its domed top—which fits in every position.

“B” “B”

Write for a Sample



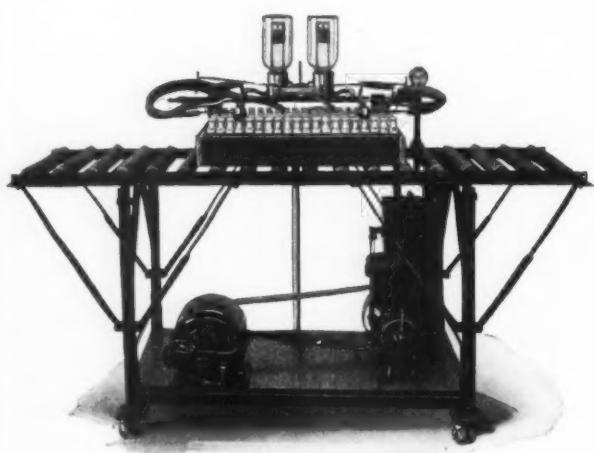
Young Brothers

New York Office, 130 W. 42nd Street
Bush Terminal Sales Building (4th Floor)

Displayologists
(REG. U. S. PAT. OFFICE)

Providence, R. I.

Fills Any Bottle—Sprinkler or Ordinary Top



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Corliss Machinery & Mfg. Co.
St. Louis, Mo.

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The original vacuum filling machine—perfected and brought within the reach of all makers of perfumes, extracts, etc. Works equally well with any liquid or semi-liquid. Used in over 300 plants.

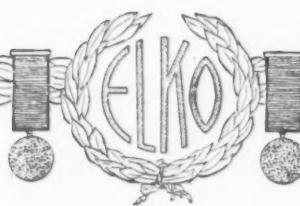
Rejects all cracked and broken bottles. Prevents overflowing.

Fills 1 dram to 1 gallon. We also build larger machines to fill several different liquids at one time; also to handle bottles of different size and shape at one time.

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THE manufacturer who has tried this rapid growing and exceedingly popular line of Perfume Bases has solved his greatest problem, by obtaining odors for his products that possess individual character and flowery fragrance, that is sweet and permanent. These creations are the achievements of skilled as well as gifted Perfume Chemists, who are entirely familiar with basic materials and their effects in the finished product. Basic materials, both natural and synthetic, are carefully selected from the best sources of supply throughout the world and examined in our own laboratory, for unless they test to the highest standard of purity, they are rejected and considered unfit for use in Elko Products. Elko Products are offered in a range of prices well within the reach of any manufacturer.

Elkodeurs: Floral Ottos and Bouquet Novelties. Absolute odoriferous bases recommended as the starting points for the evolution of the highest quality perfumes.

Elko Series No. 20: Popular Floral and Bouquet Bases, true to their individual types, recommended for moderate priced Perfumes and Toilet Waters.

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Bases: Scientific blends of Natural and Synthetic materials, containing all necessary fixatives, for the preparation of finished products possessing sweet and lasting flowery fragrance.

Elko Series No. 10: A line of popular priced perfume bases, highly suitable for inexpensive Perfumes, Toilet Waters and general Toilet Preparations.

Elko Powder Odeurs: Perfume bases of the highest concentration, guaranteed to produce sweet and permanent fragrance in Face Powders, Talcum and Sachet.

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273 WATER STREET

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Société des Produits de Synthèse

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Manufacturers of
QUALITY SYNTHETICS AND AROMATIC CHEMICALS

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Lilas S.P.S. Rose S.P.S.**

CHEMICALLY PURE PRODUCTS

Aubepine from Anethol
Aldehydes C₆ to C₁₂ incl.
Cinnamic Alcohol
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Eugenol

**Hydroxycitronellal
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Write for samples and prices to our Sole American Representatives

E. M. LANING CO.

Incorporated

273 WATER STREET

NEW YORK



H. EUZIÈRE & CO.

GRASSE, FRANCE.



Absolute Flower Oils, Liquid and Solid Concretes, Pomades, Essential Oils and Resinoids.

“ESSODORS”

We have specialized for many years in the manufacture of concentrated essences free from alcohol and we now offer, under the name of “ESSODORS,” a product which can be described as Absolute compound of Otto of Flowers.

Thanks to the scrupulously careful selection of the raw materials used in their preparation, our Essodors are distinguished not only by their delicacy, but by their remarkable strength and lasting qualities.

They contain in concentrated form all the constituents used in the manufacture of the finest perfumes, such as tinctures, fixatives, etc., thus producing by simple dilution in alcohol a quality of perfume equal, and even superior to those obtained from the original raw materials and alcoholic washings.

Their concentration to the strongest pos-

sible degree produces in a *minimum* volume the *maximum* strength. They are therefore presented in the most convenient form for use not only in perfume, but also in powders and face creams.

Owing to their extreme concentration, doubly advantageous on account of the saving of duty and freight, the amount to be used varies with every perfume. This is due to the fact that the constituents of Essodors are not all capable of concentration to the same degree.

This peculiarity will be appreciated by our customers, for it is obvious that, were the concentrated essences of standardized strength and uniform price they would not be absolute concentrated oils.

In our Price List we give approximate amounts of Essodors to use to obtain a quintuple extract of very superior quality.

Our complete price list of Essodors and samples of finished extracts will be cheerfully furnished by our

Sole American Representatives

E. M. LANING CO.

Incorporated

273 WATER ST.

NEW YORK



ELKO LIQUID COLORS

(Standardized)

Uniform

Fast

Stainless

Alkali and Acid Resisting

Prepared in all shades from *Imported Bases*, producing a permanent brilliance in alcoholic or aqueous solution when used $\frac{1}{4}$ oz. to the gallon. Highly recommended in Perfumes, Toilet Waters, Hair Tonics, Shampoos, etc.

Trial Pints \$1.50 Per Gallon \$10.00

ELKO FLAVORS

TRUE FRUIT FLAVORS

Regular (for Bottlers)	Per Gallon	\$6.00	Per Pint	\$3.00
Concentrated	" "	9.00	Per Gallon	18.00
Extra Concentrated ..	" "	13.00		

TRUE FRUIT AROMAS

(68 to 98% True Fruit)

Per Pint	\$4.00	MAPLE L
Per Gallon	28.00	(Concentrated Imitation Maple)

VANIL CONCENTRATE

(Concentrated Imitation Vanilla)

One Pint makes 2 gallons of Standard Imitation Vanilla by simply diluting with water.

Per Pint \$4.00 Per Gallon \$28.00

CONSULTING SERVICE

Our staff of competent chemists is always ready to assist our customers in solving any problems they may be confronted with. Our many years of practical experience in the actual manufacture of Perfumes and Toilet Preparations, as well as our continued research, has fitted us to render this service.

E. M. LANING CO.

Incorporated

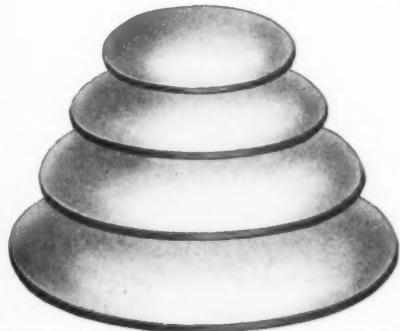
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273 WATER ST.
E. M. Laning, B. Sc., Pres.

(Cable address EMLaning New York)
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Quality—a little higher
Workmanship—a little finer
Service—a little better
Prices—a little lower



THESE are the modest claims we make for our compacts, vanities, lipsticks, and eyebrow pencils.

Our modern up-to-date plant insures immediate deliveries regardless of quantity.

We will fill your boxes or furnish complete packages under your own name.

Inquiries will receive the personal attention of Mr. Louis Kronish, general manager.

Write for samples and quotations today.

Entirely original. Same size as single vanity. Easy to handle. Easy to refill. Powder and rouge cannot mix. Single mirror. Ready turnover and good repeat. Write for full information.



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104 Fifth Avenue, New York, N. Y.

Fine Boxes

scientifically
built

are identified by

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Read This Recommendation

Here is the opinion of experts after they had made repeated tests to find the most economical and satisfactory adhesives on the market.

WORCESTER, MASS.,
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"After careful tests we have found Arabol adhesives so exactly suitable for the World Labeler that we are invariably recommending them to our customers. We have heard of a number of cases where you have taken great pains to meet individual requirements and it is a pleasure for us to recommend your products."

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WHETHER your labeling is done by hand or machine—there is a guaranteed ARABOL adhesive for every purpose.

We make special glues and pastes for every labeling machine on the market, and for attaching labels by hand to glass, tin, cardboard and wood containers.

Send for Pricelist Today

Let us know what machine you are using, or if your labeling is done by hand, and we will be glad to send samples for a test.

Every Arabol product is backed by a reputation of thirty-five years, and the resources of the largest plants of their kind in the World.

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The label identifies your product



Jars



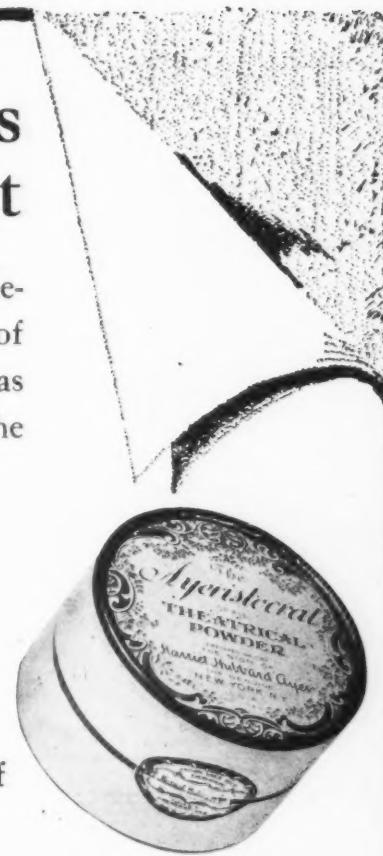
Cans



Bottles

Your product is bought because of the visible effect of name, brand, or trademark as registered by the label in the eye of the purchaser.

Labels are uniformly neatly accurately economically put on a wide variety of products by the



Boxes

WORLD LABELER

One person with a World Labeler can do the work of six hand labelers.

Increased production also lowers overhead cost.



Cartons

Economic Machinery Co.
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Bring your labeling problems to us.

What Are Your Cork Requirements?

Armstrong Service Can Meet Them

Regardless of the size of your cork requirements, no matter how wide the variety of grades and sizes you may need, you will find that Armstrong Cork Service will supply you promptly and efficiently with goods of uniform, dependable quality.

Armstrong Cork Service turns to your benefit a specialized knowledge of corks, gained by sixty-two years of co-operating with thousands of customers. It places facilities of large production at your disposal. And it assures you of a personal service, made possible by the location of branches and large stocks at convenient points throughout the country.

A complete description of Armstrong Cork Service and the manner in which it will operate for your profit and satisfaction will be explained, upon request. A letter or post card will do.

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The business of this house was founded some seventy-five years ago to manufacture Surface-coated, Embossed and Art papers of the highest quality for perfume and toilet preparation Box Coverings. We shall be glad to have our branch representative call and help you select papers best suited to your requirements.

May we serve you?

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1922

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Main Offices:
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Branch Office:
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Model factories:
In all main centers
of the Rose District.

Highest Awards
Including four Grand
Prizes

Shipkoff's Otto of Rose is absolutely pure and warranted free from any foreign matter. It is the *Standard brand*—always *uniform* and *one quality only—the best*. It is distilled, with great care, only in the very best centers of the rose district in Bulgaria and from the choicest fresh Damask red roses—being a *perfect blend* of all the pure Ottos of these finest localities. *The bouquet* of its aroma is of the richest and sweetest rose odor—without any heavy pungent and vegetable scent. For strength and richness of true rose odor, it has never been surpassed. All high class perfumers use it exclusively. Try it and you will do likewise. *Do it now.*

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THEREFORE THE DISPLAY OF A PLEASING BOX PRODUCES
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We Specialize in Round Face Powder Boxes

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Will furnish Manufacturing Formulas
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A pure white mineral oil of exceptional quality especially refined for use in manufacturing COLD CREAMS, NOSE and THROAT SPRAYS and general pharmaceutical purposes. Made in two grades—LIGHT and HEAVY.

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A medicinal white mineral oil of super-quality. Manufactured especially for Internal Use. Made in five grades—LIGHT, MEDIUM, HEAVY, EXTRA HEAVY and SPECIAL HEAVY. All grades more than conform to the requirements of the U. S. P.

Sherpetco

AMBER	LILY WHITE
LIGHT AMBER	WHITE SUPERFINE
CREAM WHITE	SNOW WHITE

Manufactured from strictly PENNSYLVANIA CRUDE, filtered for COLOR, TASTE and ODOR. All grades conforming to U. S. P. requirements.

Sheroline

A synthetic petroleum jelly, snow white in color, used as a base for COLD CREAMS, CAMPHOR ICE, SALVES, OINTMENTS, etc.

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*Quality Products—
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**FRENCH
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**HEAVY SOFT
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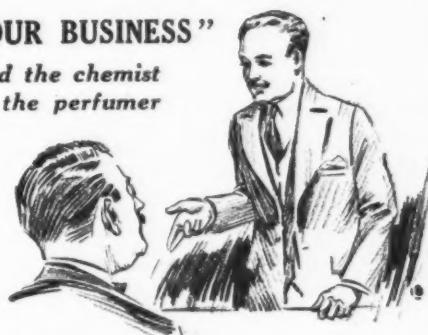
20 IN. DIAMETER

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OF YOUR BUSINESS"

*said the chemist
to the perfumer*



*"Without the continued
contributions of chemistry
you could not profit"*

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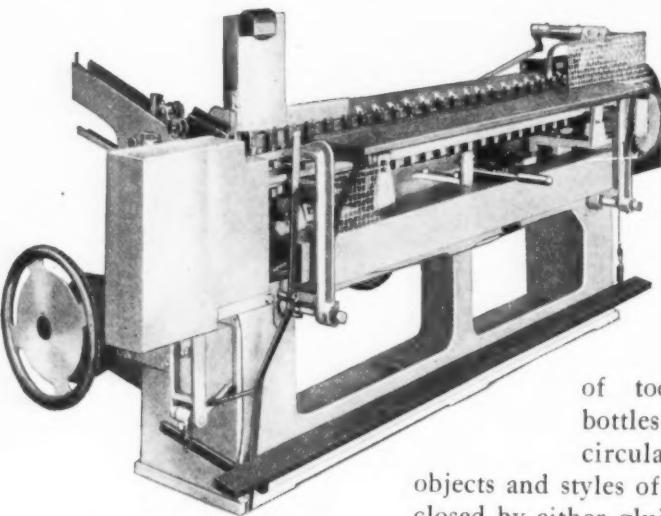
In these days when the man who KNOWS his business from the ground up is the one who gets farthest, it PAYS to study fundamentals as you can at America's Most Important Industrial Exposition.

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FOR SETTING-UP AND CLOSING
TOOTH BRUSH CARTONS

ADAPTABILITY

That is one outstanding feature of the
**REDINGTON
CARTONING
MACHINE**

They are successfully wrapping and cartoning soap, tubes of tooth paste with circular, bottles with corrugated liner and circular, and a great many other objects and styles of package. Cartons may be closed by either gluing or tucking in.

F. B. REDINGTON CO.

ESTABLISHED 1897

INCORPORATED 1907

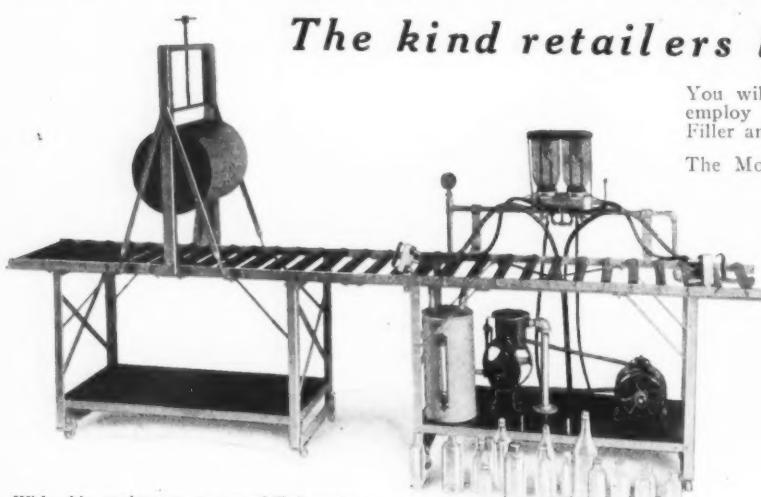
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Evenly Filled and Corked Bottles—

The kind retailers like to display



With this equipment, two unskilled workers will fill and cork 10 to 50 thousand bottles per 8-hour day.

MOHAN & CO., Inc.

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Chicago Territory
THE THOS. CARROLL CO.,
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You will be assured of these if you will employ the Improved Mohanco Vacuum Filler and Corker for this work.

The Mohanco will fill any liquid or semi-liquid into any size bottle at least five times faster than by any other method. Besides this you will be assured that all of your bottles will be uniformly filled. Will not fill cracked or broken bottles.

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Both machines are adjustable to take care of various sized bottles and liquids.

Send us a sample of your product or products so that we may furnish you with full information.

CAPES-VISCOSE

(TRADE MARK)



CAPES-VISCOSE give to your package an atmosphere of exclusiveness that is reflected in increased sales.

They are furnished in all colors, transparent, or opaque, to harmonize and to add a new lustre to your color scheme.

Capes-Viscose are hoods of hydrated cellulose which are placed moist over the neck of the bottle. They dry quickly and shrink uniformly forming a smooth, strong film which holds the stopper in place without bubbles or breaks, making an hermetic seal impervious to alcohol, ether, glycerine, oil or any fatty substance.

Capes-Viscose will look well on your bottle. A sample capping will convince you.

(Names of products illustrated furnished on application.)



CAPES-VISCOSE, INC.

147-153 Waverly Place, New York
American Works: Delawanna, N. J.



THE growing popularity of Capes-Viscose with leading manufacturers is due to the all-round service given by this capping.

Not only is it possible to reproduce the color of the contents or the label of your container but the possibilities for new and striking color combinations are almost limitless.

Capes-Viscose are hoods of cellulose which are applied moist to the bottle economically and without machinery. They *dry quickly* forming an absolutely sanitary, non absorbent and durable seal over the stopper, lip and neck of the bottle, making it impossible for the contents to leak or evaporate. They are so strong that it is impossible to twist or slip a properly fitting cap.

Those who have tried other cappings now demand Capes-Viscose.

CAPES-VISCOSE COMPANY

147-153 Waverly Place, New York
American Works: Delawanna, N. J.

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Perfection of laboratory methods enables us to sell the purest and best article at a very moderate price.

Our low selling price justifies a more extensive use of this valuable material.

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Established in 1869

Commonwealth Chemical Corporation

Benzoate of Soda Coumarin CCC Benzoic Acid Benzaldehyde

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Finest Quality

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Large and Small Crystals

A white and lustrous product
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Manufacturers of Aromatic Chemicals
ESTABLISHED 1855

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For 68 years we have been selling you our products; chiefly through dealers.

We now offer you directly:

VANILLIN. Fragrant odor and rich, full aroma.

HELIOTROPIN. White, stable product. Pure, fragrant odor.

AUBEPINE. Water-white, made from Anethol. Not a coal-tar product.

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TOLYL ALDEHYDE. F. F. C. Closely related to Phenylacetaldehyde, Benzaldehyde and Anisaldehyde, with some of the characteristics of each. For almond creams and soaps, also for lilac compounds.

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Office:
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Part of Battery of Day No. 2 Pony Mixers used in the preparation of tooth paste by The Pepsodent Company in their plant at Chicago, Ill.



Made in four sizes with wood, sheet iron, blue enameled, cast iron, porcelain lined, galvanized iron, aluminum or copper cans. Motor or Pulley drive.

DAY Pony Mixers Solve the Mixing Problems of Large TOOTH PASTE Manufacturers

These strong efficient mixers as well as other Day equipment are also used in the manufacture of Colgate, Pomegranate, and Kolynos products. Blades and can revolve in opposite directions, causing a quick and thorough mixture.

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MANY advantages over others.

No special hinges—no rivets—nothing to get out of order!

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All Finishes. Designs. Cut Outs.

BOXES hinged and slip covers, in $1\frac{1}{2}$ ", $2\frac{1}{4}$ " and $2\frac{1}{2}$ ".

LIP STICK containers—Oval and Round.

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Prompt deliveries.

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(Patent Pending)



253

287

254

255

**"Klik-Tite"—the new non-leakable
 more conveniently operated—Talcum Top**

Screw or Friction Types for Glass or Tin Containers

Klik-Tite Cap and Container Co.

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RALPH W. WILSON, Mgr.

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OIL NEROLI SYNTHETIC

OIL ROSE SYNTHETIC

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ORANGE AND LEMON

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FAMILIAR with selling Toilet Goods to department and drug stores—a man who can originate new ideas and designs, which are practical and conservative and has the ability if necessary to travel part of his time. He has to have ability to handle high class salesmen in the beginning.

A large organization with ample capital, well equipped laboratories, a record of several other national successes, are at the disposal of a man who is able to take complete charge of a line that is now on the market with a volume already large enough as a nucleus for a business which will run over the million mark after the first year.

Being a high grade line with a successful record of 25 years standing, it needs a man of the above qualifications who will have the advantage of the experience and coun-

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The President,

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With Floor Stands or
Ceiling Hangers

Circulating Percolators arranged for electric, steam, or gas heat or motor driven circulating pump.

We also manufacture
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Vol. I & II	10.00 each

Remit with order, by N. Y. Draft, Money Order or Stamps to

Perfumer Pub. Co.
14 Cliff Street New York

The New
Rivco
VERITHIN
Double-Compact Case

SINCE the advent of the double vanity case it has been the ideal of every manufacturer to produce an extra-thin, yet light and practical double-mirrored case. Our VERITHIN double-compact case embodies this ideal to an extent hitherto unachieved.

Attractive, sturdy and extra-thin the new RIVCO double case cannot but lend an enviable prestige to the manufacturer who uses a RIVCO product for his compact numbers.

The single vanity case can also be made extra-thin.

Requests for prices or samples receive immediate attention.

Rhode Island Vanity Case Company, Inc.

**Sales and Executive Offices
13-25 Astor Place, New York**

DO YOU KNOW

THAT THE SUPREME COURT OF THE UNITED STATES HAS DECLARED

1. That an unregistered trademark is valid only in that portion of the United States where it has been actually used in business?
2. That you cannot prevent another from using your unregistered trademark in that portion of the United States where you have not previously used it?
3. That a user of your unregistered trademark in another portion of the United States can prevent you from using it there, although you may have adopted it years before he did?

From the above you will see that you may be unable to extend your business under your unregistered trademarks.

Have you protected these most valuable assets of your business by proper registration in the United States Patent Office?

Consult the Patent, Trademark and Copyright Department of the

Perfumer Publishing Company, 14 Cliff Street, New York City

IF YOU WANT

BUSINESS OPPORTUNITIES

Wanted—Agency or to represent manufacturer of advertised toilet preparations in New England. Address Box B. O. No. 000, care of this journal.

HELP WANTED

Wanted—Salesmen calling upon the extract trade to make connection with Pacific Coast House handling Tahiti Vanilla Beans. Address H. W. No. 000, care of this journal.

SITUATIONS WANTED

Essential oil salesman with wide knowledge of oils and synthetics is desirous of connecting with a good house. Address in confidence S. W. Box No. 000, care of this journal.

The cost is only 50 cents per line per issue payable in advance.
(The above advertisements are samples only.)

- a good position
- a superintendent, chemist, salesmanager or other experienced help
- to start in business
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- to buy, sell or exchange machinery, equipment or material
- a formula, etc.

An American Perfumer classified advertisement will find exactly what you want.

Perfumer Pub. Co.

14 CLIFF STREET
NEW YORK, N. Y.

"We Are Proud of Their Success"

It is a significant fact that some of the most successful manufacturers of face powders called upon us to create their containers. We are proud of the part Rowell paper boxes contributed to their success.



18P

E. N. Rowell Co., Inc.
Batavia, New York

NEW YORK SALES OFFICE
THE BRISTOL INDUSTRIES, Inc.
41 Park Row, Room 805
New York City
Telephone *Cortlandt* 1574-5



40 P



41 P



42 P



65 P

*E.N. Rowell Co. Inc.
Paper Box Mfrs.
Batavia, N.Y.*

PURE and DENATURED ALCOHOL

*For Manufacturing, Industrial,
Scientific and Technical Purposes*

U. S. INDUSTRIAL ALCOHOL CO.

Largest Producers in the World

Executive Offices: 110 E. 42nd Street, New York

Sales Offices and Distributing Warehouses

New York	Philadelphia	Chicago	Kansas City, Mo.	St. Paul, Minn.	Cleveland	Cincinnati
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For Toilet Powders

PLYMOUTH STEARATES
of

ZINC—MAGNESIA—ALUMINUM—CALCIUM
ZINC OXIDE—JAVA RICE STARCH

For Toilet Creams

PLYMOUTH REFINERY PRODUCTS

COLD CREAM OILS—PETROLATUMS
IMPORTED STEARIC ACID

SUN BLEACHED WAX—CERESENE WAX—PARAFFINES

Exports—M. W. PARSONS—Imports

Plymouth Organic Laboratories

and

New York



Embossed Labels and Seals for Toilet Preparations

*In all colors and combinations
and non-tarnishing gold*

Manufacturers of
Wax Paper, Paper Specialties, Glassine
Paper Bags and Bottle Caps

DRAGON PAPER MFG. COMPANY, Inc.
484-506 Van Alst Ave., Long Island City, N. Y.

Phone: Astoria 3102



For Face Powders---

Stearate of Magnesia

Light. Great Adhesiveness. Pure White. Immeasurable Fineness. Heavy if desired. Dusts out under the puff like the finest pollen.

Stearate of Zinc

Odorless. Impalpable. Pure White. Water-Resisting. Great Adhesiveness. Light or Heavy as desired.

We are manufacturing the foregoing on a large scale. At present our output is 100 barrels daily. Deliveries in any quantity from one barrel to a carload. Prompt shipments.

WRITE FOR SAMPLES AND PRICES.

FRANKS CHEMICAL PRODUCTS COMPANY

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Office and Laboratories
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No. 9

GLOBE COLLAPSIBLE TUBE
CORPORATION
401-405 JEFFERSON ST., HOBOKEN, N.J.

Plain

Decorated

"Identified by their Beauty of Design and Workmanship."

"The Tube of Mechanical Perfection"

MANUFACTURERS OF
 PURE TIN AND LEAD-ALLOY COLLAPSIBLE TUBES



ECCO OILS

EVERGREEN CHEMICAL CO.

Blenders of Conc Flower Oils and Colors

Established 1898

9 CHURCH ST., NEW YORK

Try these few, Extra Quality and Value.

FOR
 FACE POWDER
 Bouquet No. 1000
 French Type—
 \$30 lb.

FOR LILAC WATER
 like the imported.
 Lilas Vegetal—
 lb. \$16.
 1 oz. to gallon
 65% Alcohol

FOR
 COLD CREAM
 Rose "E," lb. \$25.
 4 oz. to 100 lbs.
 A Cream "Seller"
 and Advertiser.

QUININE "F"
 OIL
 lb. \$7. Guaranteed
 to produce odor
 of the imported.

Full assortment of odors, various grades, for Creams, Face and Talcum Powders, and all Toilet Preparations.

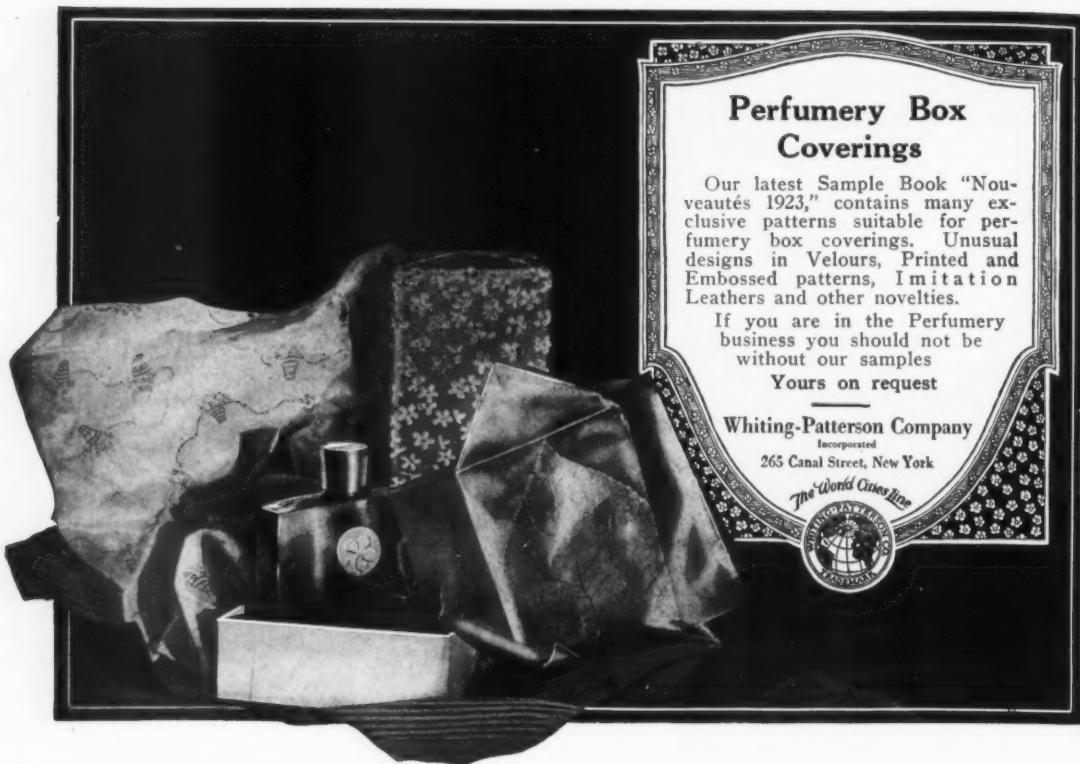
We are Headquarters for

Blended Conc Flower Oils

Booklet of Toilet Formulae, and complete price list on application; also if you have any difficulties to overcome, write us, we may be able to assist you. No obligations.



ECCO OILS



**Perfumery Box
Coverings**

Our latest Sample Book "Nouveautés 1923," contains many exclusive patterns suitable for perfumery box coverings. Unusual designs in Velours, Printed and Embossed patterns, Imitation Leathers and other novelties.

If you are in the Perfumery business you should not be without our samples
Yours on request

Whiting-Patterson Company

Incorporated

265 Canal Street, New York



**ROSOVA
БАНКА
OTTO OF ROSE**

MAIN OFFICE
СОФИЯ

BULGARIA

BRANCH OFFICE
КАЗАНИК

SPECIAL DELEGATE TO THE U. S. A.

N. D. SMILOFF

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NEW YORK CITY

Tel. Chelsea 2809



Cut Down Operating Costs With the HALLER

More efficient production means more profits.

Haller automatic rotary and bench filling machines materially reduce operating costs and at the same time increase the volume and uniformity of output.

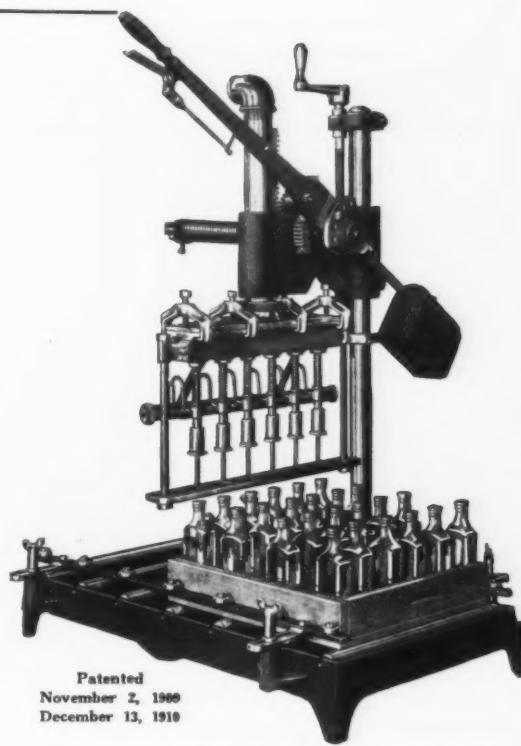
No matter what your output is, we can reduce your operating costs.

Write for full information.

This cut shows our improved Six Tube Bench Filler for Any Size and Shape Bottles.

McKenna Brass & Mfg. Co., Inc.

First Avenue, Ross and Water Streets
Pittsburgh, Penna., U. S. A.



Patented
November 2, 1909
December 13, 1910

GATTEFOSSÉ PRODUCTS

SOME SPECIALTIES WORTHY OF YOUR CONSIDERATION

ESSENCE OF PEPPERMINT (80% MENTHOL).....\$5.25 per lb.
30% Stronger than U. S. P.—Just that much more economical

TAYLOR NEGRITA (SYNTHETIC).....\$14.25 per lb.
A wonderfully true Narcissus

HEATHER OF ANNAM—(Something Entirely New)
An ideal dilutent of sweet fragrance for mixing with Lavender-Sage
Thyme-Rosemary-Origan Hysop-Coriander in Soap Making to
Reduce cost.

SOCIÉTÉ FRANÇAISE DE PRODUITS AROMATIQUES

Sole Agents for United States & Canada:
COIGNET CHEMICAL PRODUCTS CO., INC.
17 State Street, New York City

NIBORA PERFUMES FOR SOAPS

Compounded with a full realization of the peculiar difficulties of the problem.

They are PROOF AGAINST ALKALI, will NOT DISCOLOR the soap, have all the STRENGTH AND TENACITY required and are MODERATE IN PRICE.

Among a wide variety of odors we call attention to the following examples:

Chypre S.	lb. \$15.00	Oriental S.	lb. \$5.00
Ideal S.	" 5.00	Rose Savon	" 5.00
Lilac Savon	" 5.00	Wisteria	" 5.00

We will gladly compound any odor desired at \$1.00 per pound upwards.



UNITED LABORATORIES

Perfume Bases. Natural and Synthetic Raw Materials for Soap Makers and Perfumers.

15 South William Street

New York, N. Y.

Western Representatives

F. H. Holman & Co., 186 No. La Salle St., Chicago, Ill.

For NON-ALCOHOLIC flavors:—

MONACETIN



Solvent for essential oils
Soluble in water
Soluble in alcohol
Clear — odorless — tasteless

U. S. Industrial Chemical Co.

110 E. 42nd Street New York City

Branch offices and warehouses in all principal cities.



VICTOR METAL PRODUCTS CORP'N, 188 DIAMOND STREET, BROOKLYN, N. Y.

DO YOU LIKE THIS TUBE?

NOBODY OWNS IT—YET



HE design is original. Colors: Zinnober pale green, warm brown and gray against an enamelled background of ivory, with just the least touch of Nile green—altogether making as soft an effect as the pussywillow itself.

It is these details, worked out with an artist's skill, and with painstaking care, that truly make

VICTOR

THE TUBE BEAUTIFUL

Upon request, we will send you this model, or will make without charge, a model, original in design, for your product.

BUTYRIC ETHER

(ETHYL BUTYRATE)

Butyl Butyrate
Oenanthic Ether

Butyric Acid, C. P.
Formic Ether

ESTABLISHED 1882

THE NORTHWESTERN CHEMICAL CO.

The Largest Makers of Butyric Ether in the World

WAUWATOSA

WISCONSIN



SCOVILL BOTTLE TOPS of BRASS Lend DISTINCTION to Articles of Merit

THE rare beauty of BRASS finds its best expression in articles which bear the mark of SCOVILL craftsmanship. Let us help make your visions come true.

BRASS MILL PRODUCTS — MANUFACTURED GOODS TO ORDER

MILLS and FACTORIES:
WATERBURY, CONN.



New York, Chicago,
Cleveland, Boston, Philadelphia, San Francisco



HAND TUBE FILLER

No. 6-A

Diameter 14"
Height 29"
Capacity
5 Gallons
Weight
85 Lbs.

HOT WATER
BASE
Fills from 15
to 20 Tubes
per Minute
Tubes $\frac{3}{8}$ " to
 $1\frac{1}{4}$ " Diameter



Electric Driven Power Crimping Machines

HEIGHT 12 INCHES
LENGTH 14 INCHES

CRIMPS 0 TO 8
 $\frac{1}{8}$ H. P. MOTOR—RUNS FROM ANY LAMP SOCKET

WIDTH 7 INCHES
WEIGHT 95 LBS.

No. of Clip	Diam. of Tube
1	$\frac{1}{2}$
2	$\frac{5}{8}$
3	$\frac{3}{4}$
3A	$\frac{7}{8}$
4	1
4A	$1\frac{1}{8}$
5	$1\frac{1}{4}$
6	$1\frac{1}{2}$
7	$1\frac{3}{4}$

THE CLIP THAT DOES NOT CUT THE TUBE

Use Clip Numbers when
ordering. From 0 to 6
carried in stock.
Larger sizes furnished
promptly.

Tube, Jar or Powder Labor Saving Filling Machinery

Send for catalog of full line of hand and power equipment.

GEORGE G. RODGERS, Springfield, Ohio

Quality Inspires Our Growth

Service Maintains It!

Our First Year's Record

IN less than a year we have quadrupled our business—and still the demand for Solar Rouge and Powder Compacts continues, necessitating our removal to much larger quarters at 435 East 24th Street, where our manufacturing capacity will be more than doubled. Back of our phenomenal growth is the superior *quality* of our products and the broad *service* we give our customers in helping them reap larger profits.

**SOLAR
LABORATORIES, Inc.**

435 East 24th Street
New York, N. Y.



FIRST QUARTER



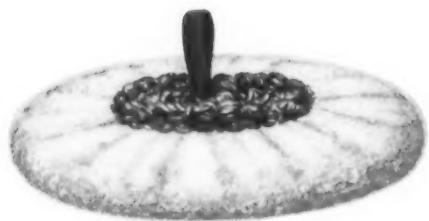
SECOND QUARTER



THIRD QUARTER



FOURTH QUARTER



Make More

*Solar Rouge and
in Complete
Under Your*

OUR customers have shared in our remarkable success in the past year that we have been in business. Many companies which originally sold small quantities of our hand-made rouge have in a short time developed a surprisingly large demand for both Solar Rouge and Powder Compacts.

A most significant tribute to the quality and growing popularity of Solar hand-made Rouge and Powder Compacts is the

SOLAR LABORATORIES.





Profits With

*Powder Compacts
Packages
Own Name*

fact that an increasing number of perfumers cannot be persuaded under any circumstances to use any other.

In addition to their other features, these compacts are made on glass bases so as to prevent discoloration of the powder.

We manufacture them for you under your own label and trade name and are prepared to furnish complete packages. A sample will convince you—ask for it.



Inc., 435 E. 24th St., New York





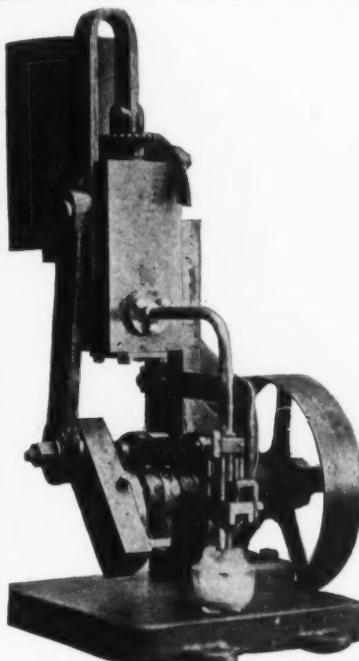
A Corner of the Metal Stamping Department

How Pallas Vanity Cases are Made

A GLANCE into one of the busy corners of the big Pallas Manufacturing Company plant is shown in the above photograph. It is here that the heavy power presses stamp the selected metal into the shapes from which they are made into Pallas vanity boxes. In addition to the work of the battery of power presses which are constantly in operation, there is a considerable amount

of hand work necessary before the rough boxes pass through even the preliminary stage. Hinges must be fitted, and a one hundred and one other details never suspected by Milady who delights in using a Pallas vanity, must be attended to. At every stage, every detail in the manufacture of these boxes is vigorously inspected. In this way, we maintain our reputation for beauty and quality.

Pallas Manufacturing Co., Inc.
Telephone, Mott Haven 4254
459-463 E. 133rd St. **New York City**



AUTOMATIC OR HAND FEED
POWER OR HAND OPERATED
FILLS FROM BOTTOM

INSTALL A

"BROWN FILLER"

AND ACCOMPLISH

Accurate, clean and speedy handling of your product, whether semi-liquid or heavy paste.

Fills from bottom up, packs evenly and solidly, any paste in any shape container.

Capacity—50 to 500
Containers per Minute

BROWN BROS. MFG. CORP.

15 Canal Place, New York, N. Y.

REPEAT ORDERS

FOR OUR STOCK LABELS
TELL THE TALE!
ENGRAVED LETTERING GIVES
THAT DISTINCTIVE LOOK.

LABELS IN STOCK FOR
HAIR TONIC SHAMPOO
TOILET WATER CREAMS
BANDOLINE COSMETICS
PERFUMES EXTRACTS
TALCUM POWDER WRAPS
SACHET ENV.



SEND FOR YOUR CATALOG
STOCK PERFUMERY

THE JARDEN LITHO. CO.
308-312 N. 10th ST. PHILA., PA.

Nature Cannot Be Improved Upon

Soft downy lamb's wool, just as Nature made it, is the ideal material for Milady's powder puff. Specially treated and sterilized on the leather for powder puff purposes, our Naturelle puffs are flexible, soft and practically everlasting. They have powder-carrying qualities possessed by no other puff. Made in various color silk backings to harmonize with your package, they lend the finishing touch.

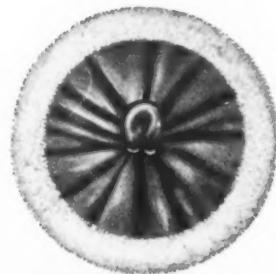
Samples and quotations on request.

Capacity 950 gross per day

Valmont Manufacturing Co.
INCORPORATED

35 York Street

Brooklyn, N. Y.



No. 8 Paste Mixer MOTOR DRIVE

ESPECIALLY adapted for the mixing of Tooth Paste, Toilet Creams, Paints, Ink and various materials in Paste Form.

All gears are machine cut and substantially guarded.

Send for our catalogue fully illustrating our full line.

Arthur Colton Company

MANUFACTURERS OF PHARMACEUTICAL MACHINERY

2604 East Jefferson Avenue, Detroit, Mich.



IT'S unthinkable, of course. But the family cream jar is still around.

The right way, the clean way, the sanitary way, is the tube way—
and the **better** tube way is with the Peerless Tube.

PEERLESS TUBE COMPANY

48 Locust Avenue,

Bloomfield, New Jersey

*Now is the right time to compare
the flower blossom with the effect
obtained in your products by the use
of our*

CARNATION NATURE'S COPY

For perfumes, powders, creams, soaps, etc.
ranging in price from \$6.00 to \$25.00 lb.

Ask for samples indicating the intended use

Polak's Frutal Works, Inc.
180 Lafayette St.
New York City (Canal 4160)

**DIETHYL PHTHALATE
C. P.**

Denaturing Quality. Specify our product for your 39B alcohol.

**BASIC MATERIALS
FOR FLAVORING
EXTRACT MANUFACTURERS**

**ALDEHYDES
KETONES
FRUIT ESTERS**

Consult our Research Dept. about your flavoring problems.

METHYL ANTHRANILATE C. P.

100% Crystals

Why pay an excessive duty on imported Coal Tar Products?

FLORASYNTH LABORATORIES, INC.

MANUFACTURING CHEMISTS
EXECUTIVE OFFICES AND WORKS
UNIONPORT, NEW YORK

ISO BUTYL INDOL
A Powerful Organic Product
A Fixative of Quality
WILL NOT DISCOLOR



BENZYL ACETATE C. P.
Of finest quality and flowery character.

The Lorscheider-Schang Company

45 ANDREWS ST., ROCHESTER, N. Y. 1133 BROADWAY, NEW YORK CITY



Originators, Designers
and Specialists

IN THE
Highest Grade
Boxes

FOR
Complexion Powders,
Perfumery and
Toilet Articles

JASMINA

per lb.	\$12.00
per oz.	.85

Jasmin is, without a doubt, one of the most popular flower oils used in the perfumery business. But, like all things that are in demand, the price is extremely high, making it impossible to use a large quantity of Jasmin in moderate-priced toilet waters, perfumes and cosmetics. This problem has, to the perfumer, been a hard one to overcome, due to the fact that there is seldom found a true characterized synthetic Jasmin that will give satisfactory results.

We will be glad to submit you a trial ounce of this true-flower odor upon receipt of your request.

"THE USE TEST IS THE ONLY TEST"

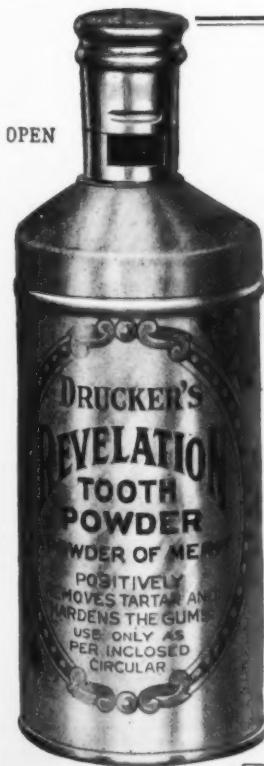
COMPAGNIE PARENTO, Inc.

NATURAL AND SYNTHETIC RAW MATERIALS FOR THE PERFUME AND SOAP MANUFACTURER

General Offices
505 Fifth Avenue
NEW YORK CITY
Tel. Vanderbilt 8564

WORKS
CROTON-ON-HUDSON
New York
Tel. Croton 141

Western Office
410 So. Michigan Ave.
CHICAGO, ILL.
Tel. Harrison 7307



OPEN

CLOSED

**Telescope Top
for Tooth
Powder Cans**

To retain, and even *improve* your business in tooth-powder, in the face of tooth paste popularity, it is necessary to *modernize* the package.

Write for sample.

Designers and manufacturers of Sheet Metal Specialties—such as caps for talcum and tooth-powder cans and jars in Brass—Polished Nickel Plated, etc.—and other metals.

BRASS GOODS MFG. CO.

345 ELDERT ST., BROOKLYN, N. Y.

MERVEILLE

PUFF & COSMETIC CO., Inc.

(Formerly Wm. S. Briefer & Co.)

58 WEST 38th STREET,
NEW YORK, N. Y.

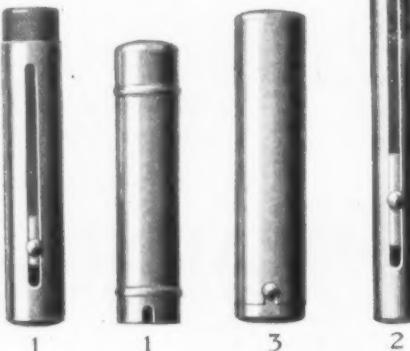
SPECIAL attention will be given as heretofore to the manufacture of an extensive line of Vanity Puffs for Rouge and Powder Compacts; also Lip Sticks, Eyebrow Pencils, and Cosmetique.

Our Prices Will
Interest You

Samples on Request



COSMETIQUE



THEODOR LEONHARD WAX CO., Inc.

Haledon, Paterson, N. J.

ESTABLISHED 1852



Specialties

Pure White Sun Bleached Beeswax

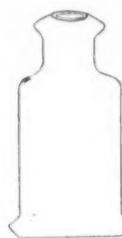
Pure Refined Yellow Beeswax

Specify "T.L." Brand Pure White Sun Bleached Beeswax. Guaranteed under Food and Drug Act, June 30, 1906. Serial No. 4068.

Write for samples

Long Distance Tel. Lambert 8183

*One of Our
Latest Patterns*



When in need of something different for your particular customers, write us for samples and prices. Any pattern you desire made to order.

GLASS PRODUCTS CO.
VINELAND, N. J.

Quality
Quality
Quality
and
Service
Service
Service

OXZYN COMPANY

154—11th Ave.

New York City

*Originators of NATURAL ROUGE for
Brunettes, Blondes and Olivettes.*

Lip Rouge :: Cosmetique :: Eye Brow Pencils

**VANILLA
BEANS**

THURSTON & BRAIDICH

27 CLIFF STREET
NEW YORK

MONARCH QUALITY

Superior Paper BOXES for Toilet Preparations

MONARCH-NUSBAUM PAPER BOX CO., INC.
BUFFALO, N.Y.

Sales Offices

Chicago, Ill. 186 N. LaSalle St. J. K. McBrady

New York City 51 E. 42nd St. Paul Sundheimer

What Do Vanity Puffs Cost You?

Are you SATISFIED with untidy cheap-looking puffs that secretly undermine the sale of your compact?

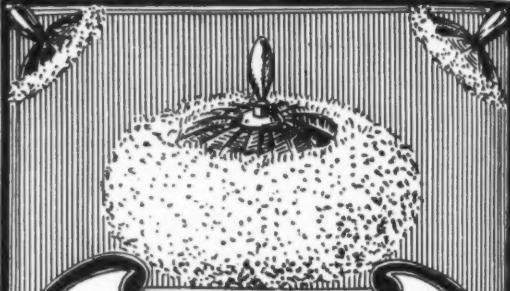
SUPPOSE you are getting fairly good-looking puffs, are you absolutely sure you are getting them at the right price?

OUR PUFFS are perfectly made of the finest materials and at rock bottom prices.

We have CONVINCED MANY, YOU TOO shall be convinced if you will give us a chance.

*Furlager
Manufacturing Co.*

67 East 8th Street, New York, N. Y.



Swan Down Powder Puffs
(ALL STYLES)

Vanity Wool Rouge Puffs
about $1\frac{1}{2}$ " in diameter

ROLFT puffs—their exquisite appearance and quality will help the sale of your compact.

AMECOUSEMA AMERICAN TRADING HOUSE
25 Rue St. Augustin, Paris (2) France.
Cables:—"AMECOUSEMA PARIS."
All codes.

Dennison



GOOD SEALS sell merchandise!

THEY dress up the product. *The appeal to the eye first is an appeal to the pocketbook.*

Dennison seals are well made and they are gummed to stick.

Leading perfumers are using Dennison seals. Prominent among satisfied users are Marshall Field & Company of Chicago.

Actual samples will gladly be sent you. Write today. They're free!

DENNISON MFG. CO., The Tag Makers
Dept. 6AP, Framingham, Mass.

Please send me samples and prices of fine seals for Perfumers.

Name _____

Address _____

SHRIVER

The Problem is Solved

Shriver Filter Presses have solved the liquid soap filtration problem. Now—you can filter your liquid soap quickly, easily and economically and produce a clear and brilliant material.

The filtration of thousands of gallons a day is an easy matter with a small Shriver Filter Press.

You should know more about this advanced method of Liquid Soap filtration—write us for further information.

T. SHRIVER & CO.
890 Hamilton Street, Harrison, N. J.

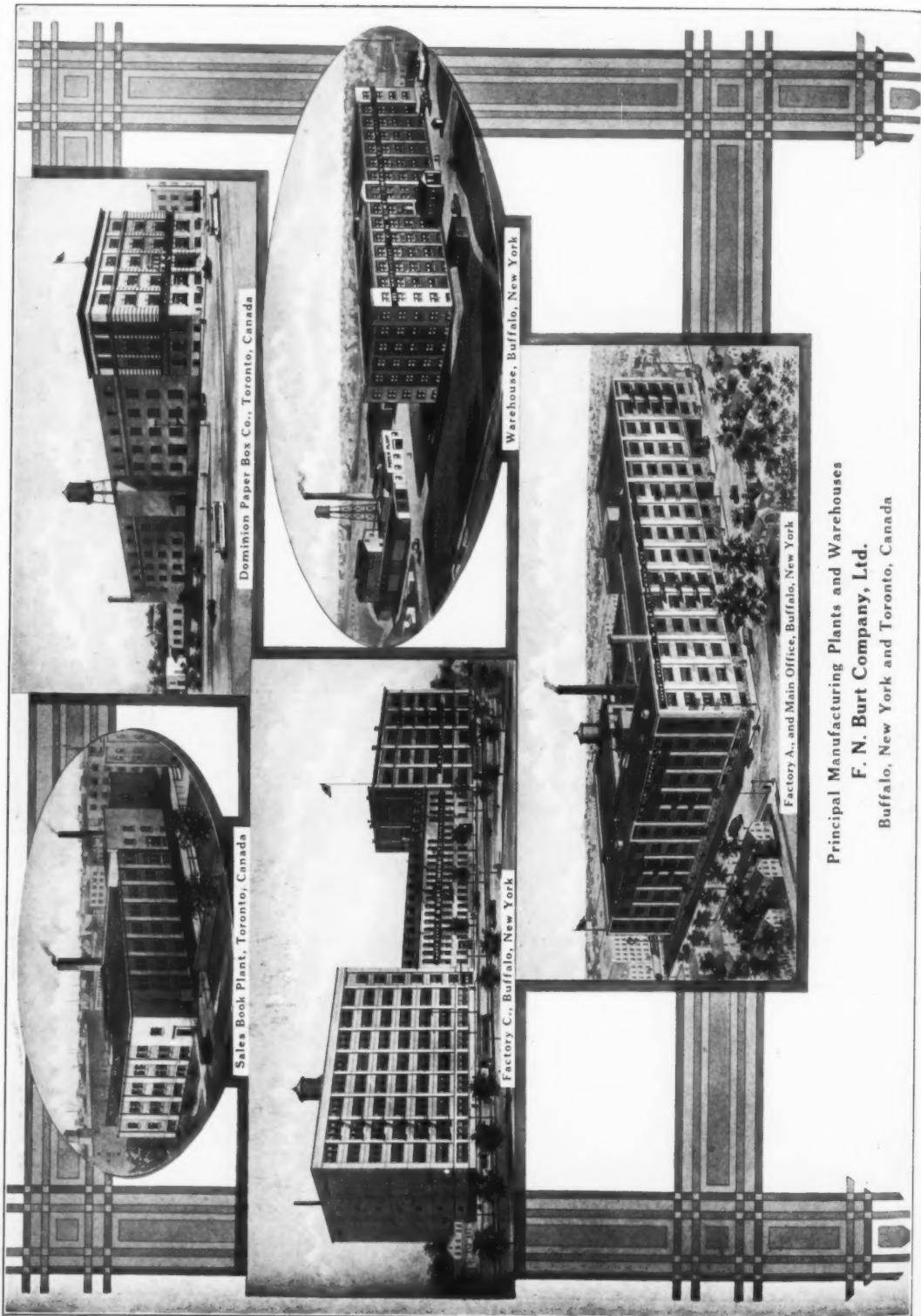
The filter cloth used is just as important as the filter press. We are in a position to supply filter paper or filter cloth especially woven for filter press work, at very close prices. Ask us to quote on your filter cloth requirements.

Filter Presses

F-N-Burt Company Ltd.
SPECIALISTS IN
**Small, Fine
Paper Boxes**



MAIN OFFICE,
540 SENECA STREET,
BUFFALO, N. Y.



Dominion Paper Box Co., Toronto, Canada

Sales Book Plant, Toronto, Canada

Warehouse, Buffalo, New York

Factory C., Buffalo, New York

Factory A., and Main Office, Buffalo, New York

Principal Manufacturing Plants and Warehouses
F. N. Burt Company, Ltd.
Buffalo, New York and Toronto, Canada

THE TWITCHELL PROCESS

THE STANDARD METHOD OF
DEGLYCERINIZING
THROUGHOUT THE WORLD

Kontakt Saponifier

FOR HIGH GRADE FATS

Kontakt D. P. Saponifier

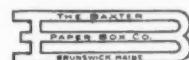
FOR LOW GRADE FATS

The Twitchell Process Co.

CINCINNATI, OHIO

*The Best Materials and Work-
manship in Paper Box
Construction*

SERVICE



QUALITY

BUY BAXTER BOXES BECAUSE BEST

General Office: Brunswick, Maine

ROUGE and FACE POWDER COMPACTS

Lip Sticks, Nail Polish
Cosmetique, Eyebrow Pencils



ABONITA COMPANY, Inc.

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Compact Specialists
PRIVATE BRANDS EXCLUSIVELY
PROMPT SERVICE—IMMEDIATE DELIVERIES

KNICKERBOCKER "MADE-RIGHT" SAMPLE CASES

Bring Bigger, Better, More Orders



Write for Pictorial Catalog 80.

KNICKERBOCKER CASE COMPANY
Specialists and Original Designers
224 N. Clinton Street Chicago



GLASS VIALS



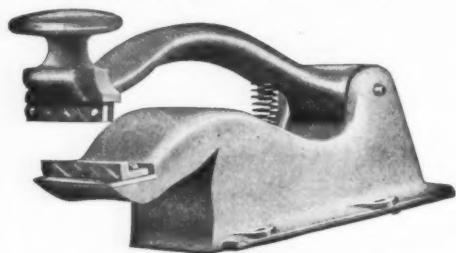
Automatic Machine Made, Are Uniform
in Capacity, Corkage, Height and Width

Especially Adapted for the Perfume Trade

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VINELAND, N. J. CHICAGO, ILL. NEW YORK, N. Y.

THE BEST
HAND POWER MACHINE MADE



THE "STANDARD" TUBE CLOSING MACHINE

COLLAPSIBLE TUBES

(ALL SIZES)

Plain and Decorated

Special Tubes for Catarrh and Eye Remedies, Pile Pipes, etc.

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Seals of
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Our samples will interest you

Our prices will surprise you

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Shampoo Base

Sparkling Clear · Firm and Concentrated

make your own colored shampoo from
the coloring matter we furnish gratis.

Shampoo Syrup · Liquid Soaps · U.S.P. Green Soap

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Beeswax

Witch Hazel

Stearate of Zinc

Magnesia Carbonate

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Drugs, Essential Oils Etc.*420 Rush Street
Chicago, Illinois**INDUSTRIAL AROMATIC CO.**

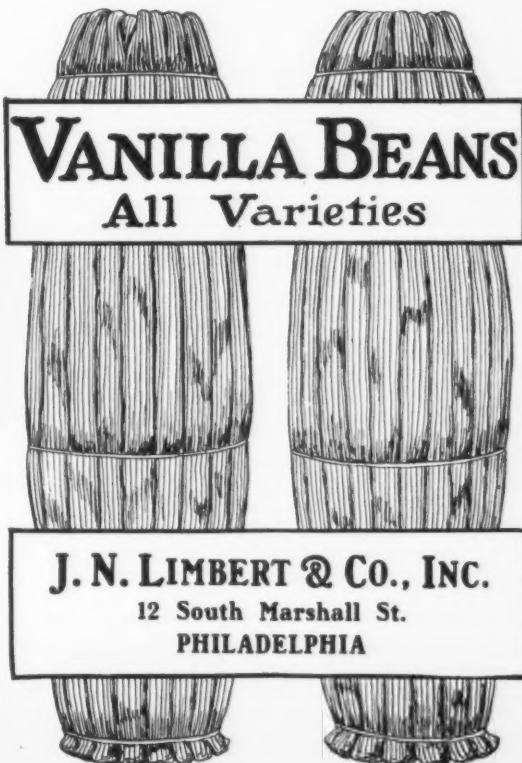
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ISOLATES
SYNTHETICS
For the Trade***TERPENELESS ORANGE J. M.**succeeds where other terpeneless
orange oils fail, because it contains
the full orange TASTE as well as
the aroma.

**STOCK
LABELS**
for
TOILET
PREPARATIONS

SAMPLES SENT
ON REQUEST

THE QUALITY LABEL COMPANY
120 WEST 32nd STREET
NEW YORK

**J. N. LIMBERT & CO., INC.**12 South Marshall St.
PHILADELPHIA

HEMINWAY SILKS

An Exquisite Final Touch!

MUCH of the attention- and sales-value of toilet products depends on their artistic appearance. Note the final touch of richness that The Melba Mfg. Co. have added to their product (here illustrated), by tying it with Heminway Package Silks. Made to match any shade of packing; for general use as well as for perfumes. Samples of five different qualities gladly sent on request.

THE H.K.H. SILK COMPANY of N. Y., Inc.
128 E. 16th Street, N. Y. City
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CLASSIFIED ADVERTISEMENTS

The rate for advertisements in this section is \$60. per line per insertion. Please send check with copy. Address all communications to PERFUMER PUB. CO., 14 Cliff St., New York.

BUSINESS OPPORTUNITIES

Good opportunity for man who can invest about \$6,000 as a partner in established growing soap house in New York City to sell an excellent line of soaps to department and drug stores in the United States. A big opportunity for a man who means business and is interested in the soap manufacturing line. Address B. O. No. 1106, care of this journal.

Established firm of selling agents calling on wholesale and retail druggists solicit correspondence from reliable manufacturers desiring representation on the Pacific Coast. Prefer sundries, such as cosmetics, toilet articles, etc. Full particulars. Address B. O. No. 1107, care of this journal.

A PARIS OFFICE AT YOUR SERVICE

Have a Paris address. Centrally located and well established. We will receive and answer mail, and circularize your clients from Paris. All the convenience of your own office. Address: Service Department, 52 Rue des Petites Ecuries, Paris, France.

Controlling interest in well-established manufacturing plant of perfume and toilet preparations, located in Chicago, Ill., for sale at a big sacrifice. Address B. O. No. 1108, care of this journal.

Established firm with large selling force covering drug trade New York and Jersey wishes selling agency for advertised article. Address B. O. No. 1115, care of this journal.

(Continued on page 116)

Another

L. A. Van Dyk "Floriol"
Locust Blossom V. D. for greaseless cream

To the manufacturers of high quality creams I offer this fascinating Locust Odor. 4 to 6 ounces to the 100 lbs. of cream.

Trial ounce \$1.60. Pound \$24.00.

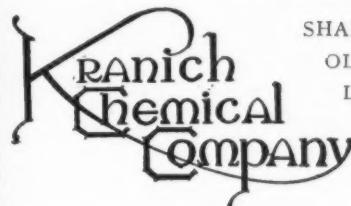
Let me mail you a sample.

L. A. VAN DYK
Manufacturing Chemist

110 West 14th Street
New York

1114 State - Lake Bldg.
Chicago

SOAP SPECIALTIES



115 NINTH ST., BROOKLYN, N.Y.

SHAMPOO BASE SOAP
OLIVE OIL BASE SOAP
LIQUID SHAMPOO
SHAMPOO PASTE
LIQUID TOILET SOAP
WHITE FLOATING SOAP

SURGICAL GREEN SOAP U.S.P.
SHAVING CREAM
SOFT POTASH SOAPS
AUTOMOBILE SOAP
CASTILE SOAP U. S. P.
BARS AND POWDERED

Write for Samples and Quotations

AMOLE PRODUCTS

Have given the trade the utmost in satisfaction for nearly 40 years. Selection of the highest types in raw materials combined with formulas of long proven merit and skillful specialists enable us to supply products of a very superior quality. We invite your inquiries on any of the following in which you may be interested.

SHAMPOO LIQUID, PASTE and BASE—LIQUID SOAP—SHAVING and TOILET SOAPS—SHAVING CREAM—FACE CREAMS

Also a large line of especially high grade preparations for Beauty Parlors.

All of these products can be furnished in bulk or packed in containers ready for your private brand labels.

AMOLE SOAP CO. - - Tippecanoe City, Ohio
(14 miles north of Dayton, Ohio.)

PAPER BOXES for PERFUMERS

HAND and MACHINE MADE

Distinctive Designs for
Face Powders, Toilet
Preparations and Perfumes.

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—
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NEW CREATIONS JUST RELEASED. SPECIAL PAPERS
DEVELOPED FOR EXCLUSIVE USE BY YOU.

BEAUTIFUL GLASSINE IN MANY NEW DESIGNS. WRITE FOR
SAMPLES AND GET THE NEWEST WITHOUT OBLIGATION.

MATTHIAS & FREEMAN PAPER CO.
117 N. SEVENTH STREET PHILADELPHIA

(Continued from page 114)

BUSINESS OPPORTUNITIES**YOUR OWN BRAND**

Toilet Preparations—French Perfumes—Imported Talc-Creams, etc. Orders for three dozen or more assorted put up for you under your own brand, name and label without extra charge. Write for list, get our special prices. Boyer International, 941 North Clark St., Chicago, or 28 Rue Feydeau, Paris, France.

One automatic compact rouge press with all sizes of dies. This machine feeds powder mix, presses compacts and discharges compacts in finished form; very reasonable. One 3-H. P. D. C. Motor, General Electric, type C. Q., 1650 R. M., Shunt wound with starter, pulley and base, 22 volts, good as new; \$65.00. One 1-H. P. D. C. Motor, Crocker & Wheeler, type C. M., 1,000 R. M., 220 volts, Shunt wound, with pulley and starter, excellent running condition; \$15.00. One Becker & Christian balances, with complete set of weights, in perfect condition; \$25.00. One Hunters lightning sifter & mixer, size "0," in fine condition; \$70.00. One Hunters lightning sifter & mixer, size "00," used very little; \$35.00. All prices on the above are F. O. B. Chicago, Ill. Address B. O. No. 1109, care of this journal.

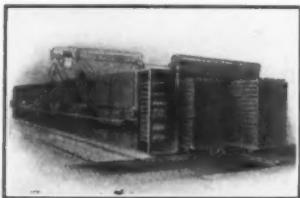
SITUATIONS WANTED

Young man with five years' experience in toilet specialties and soap manufacture and finishing. At present holding the position of general foreman in one of America's largest plants. Can give the highest of recommendations. Address S. W. No. 1112, care of this journal.

Perfumer and manufacturing chemist, university graduate, long experience in the manufacture of toilet articles of all descriptions and complete knowledge of pharmaceuticals and medicinal preparations. Address S. W. No. 1091, care of this journal.

(Continued on page 118)

DRYING LAUNDRY BAR SOAPS



The "Proctor" Continuous Truck Dryer—a wonderfully efficient system of drying all Laundry Bar Soaps. The bars of soap on trucks are automatically run through the dryer. Perfect surface drying is obtained with the least possible loss of weight. Saves time, space and labor. Send for our catalogue.

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Formerly The Philadelphia Textile Machinery Co.
Philadelphia, Pa.

"Proctor" DRYERS

ALCOHOL *f*or PERFUMERS FLAVORING EXTRACT MFRS. AND MANUFACTURING CHEMISTS



Absolutely Pure, Odorless and
Supplied in all Formulas

WILL BE PLEASED TO FURNISH SAMPLE
OF SPECIALLY DENATURED FORMULAS ON
REQUEST.

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COLLAPSIBLE TIN AND LEAD TUBES

Plain and Decorated

Sprinkler Tops, Essential Oil Cans, Screw Caps

We are not large advertisers—you get the benefit in prices

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NEW BRUNSWICK, N. J.

ESTABLISHED 1858



**HARD-WHITE-ODORLESS
STEARIC ACID
MADE WHITE
PACKED TIGHT
DELIVERED RIGHT**
Pure Stearic Acid in Convenient Size Cases
RUB-NO-MORE CO. FORT WAYNE, IND.

SUPERFINE SHAMPOO BASE

We have the finest Cocoanut Oil Base made for making shampoo. Complete formula with sample for the asking.

We also have a full line of White Mineral Jellies, Petrolatums, White Oils, etc. Write for samples and prices.

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INDICATING

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temperature instruments

Get the results that you want. In the manufacture of perfumes the control of temperature determines the quality to a great extent. This control is possible when *Tycos* is installed. Write for General Industrial Catalog.

Taylor Instrument Companies
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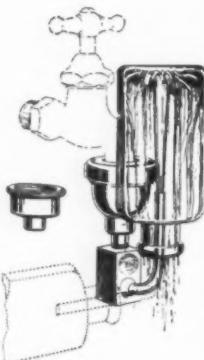
There's a *Tycos* and *Taylor* temperature instrument for every purpose

**TUBE CLIPS
FOR COLLAPSIBLE TUBES**

Made of nickel zinc and will not rust. Eight sizes carried in stock for prompt delivery.

Diameter Tube—Length Clip	Diameter Tube—Length Clip
1/2 Inch..... 13/16 Inch	1 Inch..... 1 9/16 Inch
5/8 "..... 1 "	1 1/8 "..... 1 3/4 "
3/4 "..... 1 3/16 "	1 1/4 "..... 1 15/16 "
7/8 "..... 1 5/8 "	1 1/2 "..... 2 5/16 "

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ANSONIA, CONN.
New York Office: 100 LAFAYETTE STREET



WILL Bottle Washer

A superior convenience for washing bottles, flasks or test tubes.

Fits on any faucet instantly. Water is turned on by raising to perpendicular position, and is shut off by lowering to horizontal, as illustrated.

The Will Bottle Washer will wash more bottles per hour, in a more thorough fashion and with less effort, than old style methods.

A trial will show you that even an inexperienced operator can wash a gross of bottles by this method

in one-quarter the ordinary time.

Write Department A

11015—Bottle Washer only.....\$1.00
11017—Bottle Washer with attachment for smooth faucet.. 1.50
11018—Bottle Washer with attachment for threaded faucet 1.40

Discount in quantities

WILL CORPORATION

Products for Every Laboratory
Guaranteed Without Reservation

ROCHESTER, N.Y.

(Continued from page 116)

SITUATIONS WANTED

Perfumer, French, thirty-nine years of age, married, Christian, American citizen, speaking and writing French, Spanish and English, six years' experience with very good houses, capable of manufacturing every toilet preparation; possessing ability to select packages, desires position. Address S. W. No. 1113, care of this journal.

Perfumer, and chemist, American citizen, educated abroad, twenty years' experience, thorough knowledge of manufacture of perfumes and toilet preparations, creator of new and attractive products. Can furnish very fine references here and abroad. Speaks French, German, Spanish and English; desires position. Address S. W. No. 1114, care of this journal.

Perfumer, has had twelve years' experience with a very large house here and abroad, thoroughly familiar with the manufacturer of all toilet specialties and efficiency methods. Capable of making highest quality of French perfumes. Compensation must be liberal to be interested. Address S. W. No. 1090, care of this journal.

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Representative wanted for Chicago and vicinity by American agents for well known essential oil house specializing in synthetics. Address H. W. No. 1111, care of this journal.

A well established concern manufacturing high grade metal vanity cases is seeking a few first class salesmen who have a following in the cosmetic and perfume lines, selling empty brass vanity cases. We have several new items which if handled by the right parties will create a very big market. Open territory. Address H. W., No. 116, care of this journal.



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KAOLIN
ZINC OXIDE
MAGNESIA CARBONATE

SOAP POWDER
ZINC STEARATE
PREPARED CHALK

PRECIPITATED CHALK

Light, Medium, Heavy, Dense and Free Flowing

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WHITTAKER, CLARK & DANIELS, INC.
IMPORTERS AND EXPORTERS

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HENDERSON

LABELS



LABELS



The attached are a few representative numbers from our line of Stock Perfume and Toilet Preparation Labels. We will be pleased to send our complete Sample Line, which consists of an extensive assortment of styles and designs for \$2.00. This amount to be credited on receipt of your order. Additional information on request.

THE HENDERSON LITHOGRAPHING CO., CINCINNATI, OHIO, U.S.A.

OUR SAMPLES ARE NOW CONVENIENTLY PLACED IN BOOK FORM.

WRITE FOR THIS ELABORATE AND EXCLUSIVE LINE.

MADE IN U.S.A.



A MODERN plant and organization, equipped with up-to-date machinery and advanced methods find us ideally fitted for the production, lithographically, of an unsurpassed quality of exquisite labels and package dressings for perfume, toilet preparations, soap and kindred lines.

The great number of years which we have specialized in and devoted to the perfection of lithography of a superior character, insures every order which is entrusted to us, of expert attention from its inception until completion.

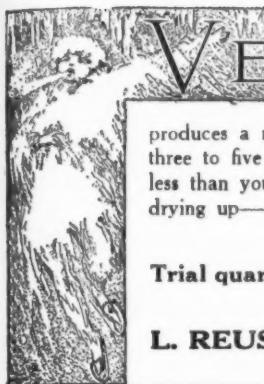
Our Service Department is at your disposal for the submission of quotations and such other information as you may desire in connection with your requirements.



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VELVO

FROSTING LIQUID

produces a most beautiful velvety, frosted clear finish—a very simple process—immersion from three to five minutes is required—no expense to install plant—cost of frosting at least 75% less than your additional cost of frosted bottles—process is absolutely non-hazardous and no drying up—therefore, always ready for use.

Special prices on contract.

Trial quarts, \$3.00; Single gallons, \$7.50; 10 gallons or more, per gal., \$6.00
Packing Charges Extra.

L. REUSCHE & CO., 34 Union Square East, New York City
EST. 1881

ROSE CENTIFOLIA \$36.00 LB.

A MASTER PRODUCT—RED ROSE TYPE—LET US SEND YOU A SAMPLE.

EAU DE QUININE RIVIERA \$10.00 LB.

FRENCH TYPE—POSSESSING THE FLOWERY FRAGRANCE SO MUCH LOOKED FOR.

EAU DE QUININE COLOR WILL NOT FADE—DRY FORM \$10 LB.

WILL NOT STAIN—LIQUID FORM \$8 GAL

LILAC "P" \$6.00 LB. THE GREATEST VALUE EVER OFFERED FOR

TOILET WATER, ETC.

ORIENTAL BOUQUET \$12.00 LB. A NEW POWERFUL

ORIENTAL TYPE ODOR

RIVIERA PRODUCTS CO., 27 W. ILLINOIS, CHICAGO

DEALERS AND MANUFACTURERS' AGTS. IN ESS. OILS. COLORS, LANOLIN, BEESWAX, FILTER PAPER, ETC.

We Make a Specialty of These Soaps

UNIFORMITY of your LIQUID TOILET SOAP and SHAMPOO will enable you to increase your business.

BUCKEYE BASE SOAP will produce a liquid soap or shampoo that will be uniform in every respect. An exacting chemical analysis insures the uniform composition of these soaps.

LIQUID SHAMPOO
SHAMPOO BASE SOAP
SHAMPOO PASTE
LIQUID TOILET SOAP
TOILET BASE SOAP
SURGICAL GREEN SOAP

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DAYTON, OHIO

Donald M. Smith, President.

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Cold Cream and Greaseless Cream

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THE QUALITY WHITE MINERAL OIL

Absolutely Colorless, Tasteless and Odorless

Our representative will call on request

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STANDARD OIL COMPANY (NEW JERSEY)
44 BEAVER STREET, NEW YORK



HARRAL SOAP COMPANY, Inc.

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BROOKLYN. N. Y.

SHAMPOO BASE
LIQUID SHAMPOO
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SHAMPOO PASTE

POWDERED SOAP
U. S. P. CASTILE BARS &
POWDERED
SHAVING POWDER & CREAM
TOILET AND BATH SOAPS

The Perfect Wrapping for Soap, Perfumes, Powder
Puffs and Toilet Preparations

Fenestra. Transparent. Strong. Air-tight. Moistureproof.
Keeps your package neat and tidy.

BIRN & WACHENHEIM 121 West 17th St
New York, N. Y.

Established 1835

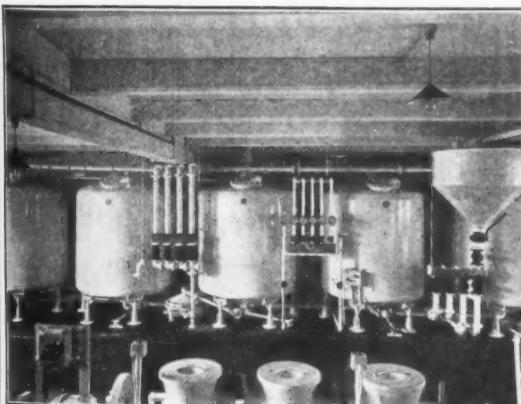
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Denatured Alcohol—All Formulas
James A. Webb & Son

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Phone—Vanderbilt 2600
N. Y. City

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Battery of Pfaudler Tanks used in the process of manufacture of tooth paste. The Kolynos Co., London, England

Mail the analysis coupon!

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The World's Largest Makers of Glass Lined Steel Equipment

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Sydney, Australia



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The Kolynos Company have a plant at London which is the equal of anything in America for the handling of tooth paste. They use six large tanks which hold glycerine and alcohol in the process of making their tooth paste.

Our leading makers of tooth paste, perfumes, essential oils, shaving cream, etc., use Pfaudler equipment for many of their plant operations. You will find Pfaudler equipment ready to meet the requirements of your product.

THE PFAUDLER CO., Rochester, N. Y.

Gentlemen: 1923

We manufacture

Would be interested in learning whether your equipment has been used in our field. Send literature and available data.

Chemical nature of product handled is.....

Name

Address A. P. 1-23

NOW it is NARCISSUS

A substantial proportion of your toilet preparations for the coming season should be perfumed with Narcissus.

The better class stores everywhere have found this delightful aroma a remarkably good seller. This forecasts a big popular demand.

We have prepared a Narcissus for your needs.

Check over this list and let us send you samples.

Alex-Narcisse Jonquille Jaune

\$45.00 lb. An exquisite perfume oil, slightly pungent. Ideal for creating the heavy redolence of the flower.

Alex-Narcisse Blanche Poétique

\$40.00 lb. A penetrating aroma surpassing in fragrance the imported Narcissus now so popular.

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\$16.00 lb. Combines unusual strength and decided character with reasonable price. Fine for all toilet preparations.

Alex-Narcisse No. 1

\$12.00 lb. A general purpose perfume for toilet waters, powders and other toilet preparations where price must be considered.

Alex-Narcissus for Soap

\$9.00 lb. Pleasant — Powerful — Inexpensive. Special discounts on large contracts.

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Established 70 Years

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All grades of
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*Arabic Tragacanth
Crude Powdered*

POWDERED KARAYA GUM



PETITES

Aluminum Case
1/8 oz. Size Only

1/8, 1/4, and 1/2 oz.
Capacity

Ground
Elongated
Glass
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